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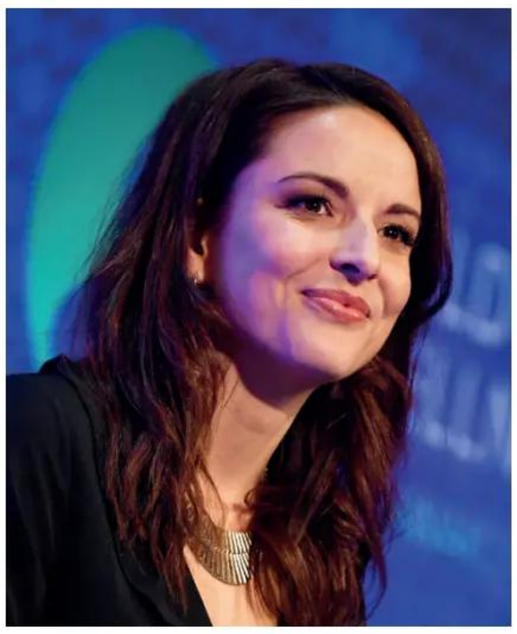


As treatments become ever-more personalised, longevity and biohacking are hot topics in the beauty and aesthetics industry. Practitioners and therapists are finding new ways to work with the unique composition and qualities of each client to maximise results. Our feature on page 45 explores the concept in more depth, looking at some of the key practices being used.

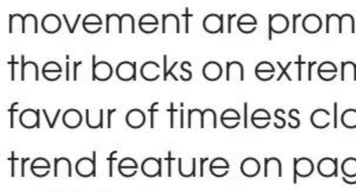
Meanwhile, new research this month is predicting that preventative treatments and neuro beauty will be among the biggest trends to shape the market over the next two years, as spas and clinics invest in personalised programmes that offer everything from quick-fix NAD+ shots to comprehensive biohacking retreats for a wellness overhaul. Check out our report on page 7 for more on the tech and wellness trends to look out for.

Looking to the nearer future, we're also exploring trends for the coming season, and personalisation is set to play a bigger role in nails and makeup this autumn/winter season too. The "anti-trend" trend and "quiet beauty" movement are prompting salons and clients alike to turn their backs on extreme fads that scream consumerism in favour of timeless classics with a twist. Check out our nail trend feature on page 58 and makeup piece on page 64.

While keeping up with trends can help boost revenue by attracting and retaining clients, we all know profit is also about staying of top of day-to-day costs, and our advice piece on page 67 takes a closer look at the daily habits that mark thriving salons apart from struggling ones, in areas including systems management, team planning and marketing.

Meanwhile, our digital poll (see page 17) revealed that although 90% of you have a cancellation policy of some sort, only 31% implement this strictly. Bending the rules for loyal clients can sometimes pay off, but not implementing policies could be losing you more than you think, as Hellen Ward explains in her column on page 30.

We'd love to hear what you think of this issue. Email me and the team at pb.editorial@thepbgroup.com.



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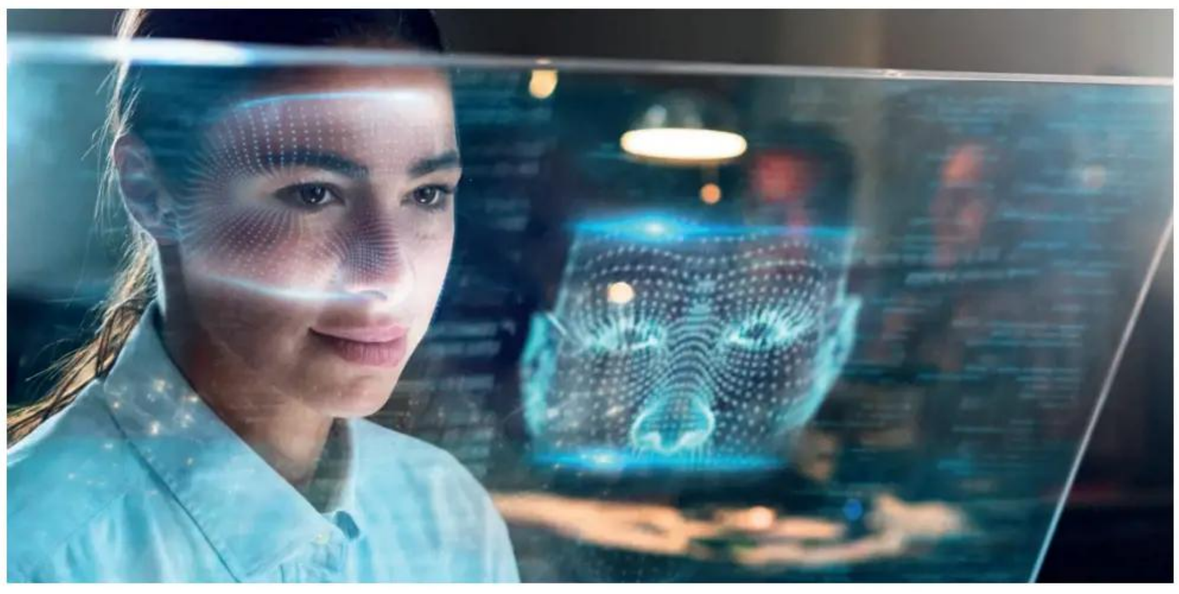
# NEWS

## Advances in AI, biohacking and quiet beauty among trends set to shape the beauty industry in 2025-2026

The future of beauty will be shaped by innovations in AI, biohacking and sustainability over the next two years, according to new research.

Cosmetic ingredient company Adina's Beauty Trends Report explored the hot topics of the past year and anticipated the next steps for beauty.



**Next-level wellness**

Increasingly, clients are looking at their health span, as well as just their lifespan. With the benefits of modern medicine, people are living longer, but don't want to suffer with age.

As clients prioritise wellness, preventative treatments, biohacking and neuro beauty will see a rise in interest. Some of the latest trends include cold therapy, light therapy and NAD+ supplementation.

These quick-fix bio hacks are easy to fit into a busy lifestyle, with light and cold therapy being great add-ons at the end of an existing beauty treatment. Check out our hot topic feature on page 45 for more on longevity.

**Smarter sustainability**

Artificial intelligence will change the landscape of sustainability in the beauty industry, being used from ingredient agriculture through to maximising the energy efficiency of manufacturing products.

**AI evolved**

Artificial intelligence will also integrate more into our everyday lives and self-care routines, with apps that personalise workout routines and diets, even delving into the world of health, with therapy and triage chatbots.

**Quiet beauty**

In recent years, there has been a move against hyper-consumerism with education readily available on the internet, debunking hype around specific beauty products. This criticism has prompted the "quiet beauty" movement, a re-assessment of purchasing habits and the embrace of a more purposeful culture around beauty spending and value.

## UK's biggest spa guest etiquette annoyances revealed

A survey of over 1,000 Brits by Hekla Saunas has lifted the lid on the biggest pet peeves regarding other people's spa etiquette. Alongside how people dress, attitude and spa behaviour topped the charts of people's biggest issues.

39% of Brits think getting drunk is unacceptable, while 37% disagree with people using inappropriate language or swearing. A lack of personal hygiene also scored highly, with 36% of people finding it poor behaviour to not clean feet before using facilities, and 35% disapprove of eating and drinking in the sauna, hot tub or steam room.

**Top 10 things Brits find unacceptable in a spa**

1. Going completely nude (52%)
2. Having relations within the sauna, steam room or hot tub with a love interest (41%)
3. Getting drunk (39%)
4. Bad language/swearing (37%)
5. Having dirty feet/not cleaning them before (36%)
6. Women going topless (36%)
7. Eating or drinking in the sauna, hot tub or steam room (35%)
8. Not showering before (35%)
9. Spending too long in certain facilities such as the hot tub or steam room even though you can see others are waiting to use them (25%)
10. Wearing makeup or fake tan in water facilities such as the pool or hot tub (23%)

## News in brief

Beauty salon **Pre-** has opened a second London location in Parson's Green. Launched in Islington three years ago by Mimi Gaston-Kennedy, Pre- offers treatments to prepare for events, from pre-weekend to pre-holiday. The second location stems from the brand's growing demand.

**Moddershall Oaks Country Spa Retreat** in Staffordshire has launched limited-edition 'Tailored to you' spa packages, including a 25-minute treatment where guests have control over which part of the body is focused on. The package is available as a spa day, evening and overnight spa break.

With a focus on redefining men's grooming routines, **Transformulas** has launched a dedicated men's website page, featuring masculine product and model imagery alongside male-focused blogs. With an emphasis on embracing beauty, confidence, and healthy skin for all, the page is a step towards catering to a growing consumer segment.

**The Barnsdale** has unveiled its new **Signet Spa**, marking the completion of its transformation into a rural escape on the edge of Rutland Water. It features a heated outdoor pool, wood-fired hot tubs, an outdoor sauna, and a restorative treatment room.

**Schloss Elmau** in Germany has become the first hotel to offer **Gaga** retreats as part of its spa offering. Gaga is a form physical expression based on improvisation, sensation and an acknowledged connection between mind and body. The first retreat will run from August 12-17, with more next year.

## New Labour government: what it means for the beauty industry

The General Election saw a victory for the Labour Party. In his first speech as Prime Minister, Keir Starmer said the party will "rebuild the infrastructure of opportunity, brick by brick" in a "government of service".

Labour's plans for economic growth included specific support for small businesses, recognising that "small firms, entrepreneurs, and the self-employed face unique challenges" and calling them "the lifeblood of communities and high streets across the country".

The result could see change for the industry, with Labour offering pledges including reform of the British Business Bank to make borrowing easier for SMEs, tougher regulation on energy companies, and a Growth and Skills Levy to replace the Apprenticeships Levy.

Caroline Larissey, chief executive at the National Hair and Beauty Federation, said: "We were pleased to hear (Labour's) considerations around VAT reform, and look forward to feeding in on the proposed roadmap for business taxation."

She also emphasised that the proposed Growth and Skills levy must "improve, and not reduce in any way, support for apprenticeships for small and micro businesses."

The British Beauty Council (BBCo) compiled feedback from those in the industry to call for change around tax, trade and regulation, education and ESG.

BBCo's Victoria Brownlie said, "We are maintaining and building new relationships with policymakers to push for action."

Meanwhile Babtac chair Lesley Blair called for a focus on regulation and licensing, beauty's contribution to the economy, standardisation of qualifications, tax and funding support, and sustainability.

## London named among the top 5 capital cities for skin health

London has been named among the best cities for skin health, in a recent study analysing external and environmental factors in 38 countries.

The research, by Liberty London, looked at sunlight exposure, UV levels, temperature, humidity, air quality, smoking and vaping, traffic, and average working hours. The data was weighted and used to give each country's capital city a score out of 100, with the top 10 named as:

1. Vienna, Austria (70.83 out of 100)
2. Tokyo, Japan (67.4)
3. Ottawa, Canada (67.24)
4. Stockholm, Sweden (67.18)
5. London, UK (66.73)
6. Oslo, Norway (66.38)
7. Dublin, Ireland (66.31)
8. Berlin, Germany (66.15)
9. Canberra, Australia (65.82)
10. Bern, Switzerland (65.3)

The UK score is influenced by low sun exposure, with only 69 days of sunlight per year, and a comparatively low rate of smoking compared to other capitals.

## 22% of beauty customers are engaging in loyalty schemes

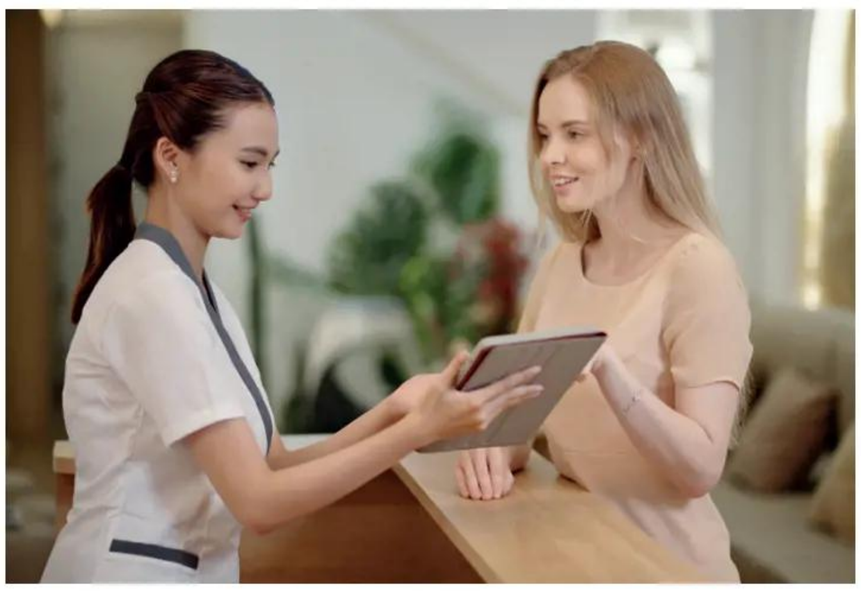
The public is engaging in loyalty schemes at a high rate with 22% of customers that shop for health and beauty signed up to loyalty schemes, a new survey has revealed.

The research, by the Gift Card and Voucher Association (GCVA), also revealed that 91% of the UK public is actively involved in loyalty programmes. It highlighted that loyalty scheme participation is consistent across age groups.

94% of those aged 66 and over are engaged in at least one scheme, with 81% of young adults between 18 and 25 also engaging.

Loyalty schemes also appeal to those on both high and low incomes, with 96% of those with a household income of over £75,000 actively involved in such programmes.

The survey also revealed consumer frustrations with how some loyalty schemes are managed, explaining that they often find them complex and difficult to use.



Additionally, concerns about data privacy and the perceived value of rewards can hinder consumer trust and engagement.

The research surveyed over 1,000 UK consumers and gathered insights from 36 GCVA member organisations.

## Two thirds of Brits now choose calming workouts for health and mental wellbeing

Wellness-focused fitness activities such as yoga are taking over from traditional workouts as Brits seek health and mental wellbeing benefits, according to new stats.

Two thirds now opt for low-intensity, calming workouts such as yoga or walking, with the main motivation being to "stay healthy", found the research of 2,000 adults by YouGov, for magazine app Readly.

The mental and welling benefits of regular physical activity are high on the agenda of Brits. The top five reasons people exercise were: to stay healthy (58%), to lose weight (17%), for mental health reasons such a stress relief (10%), to gain muscle (5%) and to meet other people (2%).

Low-intensity, calming activities such as yoga, brisk walking or hiking are the top fitness practices among Brits, with 79% of women and 63% of men choosing these.

One in four choose muscle-focused workouts such as weight lifting, or high-intensity exercise such as running.

Meanwhile, 33% of men and 20% of women choose strength training, and 27% of men and 19% of women said high-intensity training is their regime of choice.

## *News in brief*

**The Hair & Beauty Charity** and Hair & Beauty Suppliers Association succeeded at its annual Charity Golf Day, raising £6,864.75. The event, which took place recently at Hellidon Lakes Golf Resort in Daventry, brought together 13 teams of industry pros. Despite the weather, it was a great day, with an auction, raffle, and other fundraising opportunities.

Salon software company **Phorest** has announced the 2025 return of The Salon Owners Summit. On January 26-27, salon owners and managers will come together at the Dublin Royal Convention Centre, Ireland. Education topics will range from customer experience to staff development to the latest technology innovations.

The **Francis Hotel** in Bath is set to undergo a £13 million refurbishment. Towards the end of the programme, a new thermal spa and three treatment rooms will be created, tapping into Bath's ambition to be the UK's number-one city for wellbeing.

**Studex** sponsored Team Wales in the Dance World Cup 2024, which took place from June 27 to July 6, in Prague, Czechia. Studex said the sponsorship was about empowering others with the support and guidance they need to pursue their passion.

**The Daniel Thwaites Spa Group** has announced plans to expand its academy, which launched in September 2022. Since then, it has achieved good trainee retention and post-apprenticeship employment.

## News in brief

Phyto-aromatic skincare brand **Yon-Ka Paris** has unveiled a new look for its Lotion Yon-Ka. The product packaging has been reinterpreted to celebrate the 70 years of the brand and to highlight its commitment to the environment, by removing the cap and investing in a lighter glass container to limit the use of plastic.

**Dr Nina Bal** has opened a new clinic in Kensington, London. The clinic, which opened at the beginning of July, offers a blend of personalised care and high-tech treatments, using Dr Bal's expertise in assessing facial structure.

This summer, **Medik8** partnered with Space NK to introduce a new community of skincare-savvy consumers to retinaldehyde. Popping up in two UK locations; Battersea Power Station and Manchester's Arndale Shopping Centre in July, Medik8 brought Crystal Retinal to life with a futuristic gamified capsule pod.

**Medicaforte** has launched Prfkt Pro as parent brand for The Perfect Peel, The Perfect Peel Superblend and skincare brand Glutaceuticals. To serve as a resource for practitioners, it has also launched a new website, prfktpro.com. This initiative aims to enhance the customer experience by providing all resources in one location.

Aesthetic device supplier **The Smart Group** has appointed Giulia Morabito as marketing executive. Morabito brings experience from the professional haircare sector and the luxury brands industry, having worked alongside retailers such as Harrods and designers such as Vivienne Westwood.

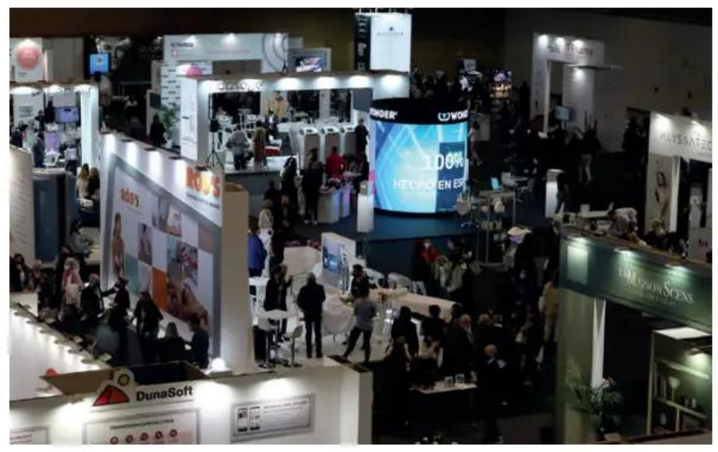
## Professional Beauty Group expands into Europe with acquisitions in Spain and France

Professional Beauty Group (PBG) has acquired Expo Beauty and Cosmo Beauty (pictured), two exhibitions serving the hair and beauty sectors in Barcelona and, separately, the Forum Hotel & Spa conference in Paris.

Recently, the two Spanish events have been staged separately at different dates in Barcelona. PBG's acquisition will put them back into one venue, allowing visitors to move seamlessly from one event to another.

Included in the deal are Vida Estetica magazine and awards, hair magazine Tocado, International Aesthetics & Spa Congress and the Gaudi Awards.

In a separate acquisition, PBG has also acquired the Forum Hotel & Spa conference in Paris. Staged at the luxury George V hotel, the event, hosted in English, is one of the most prestigious in the European spa calendar and will strengthen PBG's World Spa & Wellness conventions.



Professional Beauty Group's managing director Mark Moloney said, "It's exciting to be able to add value in new countries. Particularly in Barcelona, putting the two events back together in the city's best venue is what the local industry has been crying out for."

## Eve Taylor and Victoria Brownlie awarded in King's Birthday Honours

Eve Taylor, founder of skincare and aromatherapy brand Eve Taylor London, was awarded the title of Dame Commander of the British Empire for services to business in the King's Birthday Honours.

Taylor said, "I am deeply honoured and humbled to receive this recognition. My journey has been driven by a passion for empowering others through beauty and wellbeing. This accolade is not just a personal achievement but a testament to the incredible team at Eve Taylor London."

Meanwhile, British Beauty Council chief of policy & sustainability Victoria Brownlie was given an MBE for services to the beauty and personal care industry. Brownlie said: "It's an absolute honour to receive such recognition for a role I love and take so much pride in...This award gives much needed recognition for the beauty and personal care sector."

## Suncare remains a major blind spot for Brits

New research has spotlighted the most common, health-related SPF myths among the British public.

The research, from suncare manufacturer La Roche-Posay, found that more than a third of 25–34-year-olds think you can't get sunburned within the first 30 minutes of being outside.

Meanwhile, 22% believe sunscreen is only necessary during summer and 21% think you cannot get sun damage / UV rays cannot reach you through a window.

Other misconceptions include that wearing sun cream means you won't get burned (26% agreed), that sun cream causes blemishes and breakouts (25%), that sun cream can be harmful to skin (22%) and that sunburn is unavoidable (23%).

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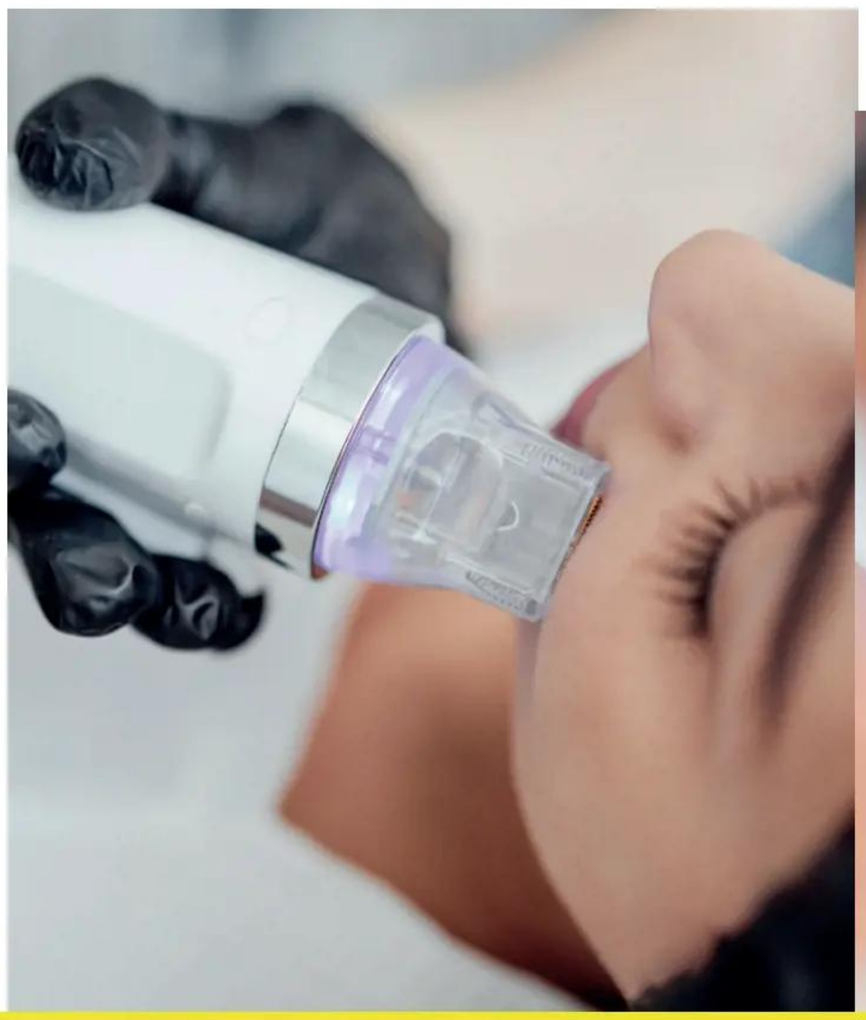

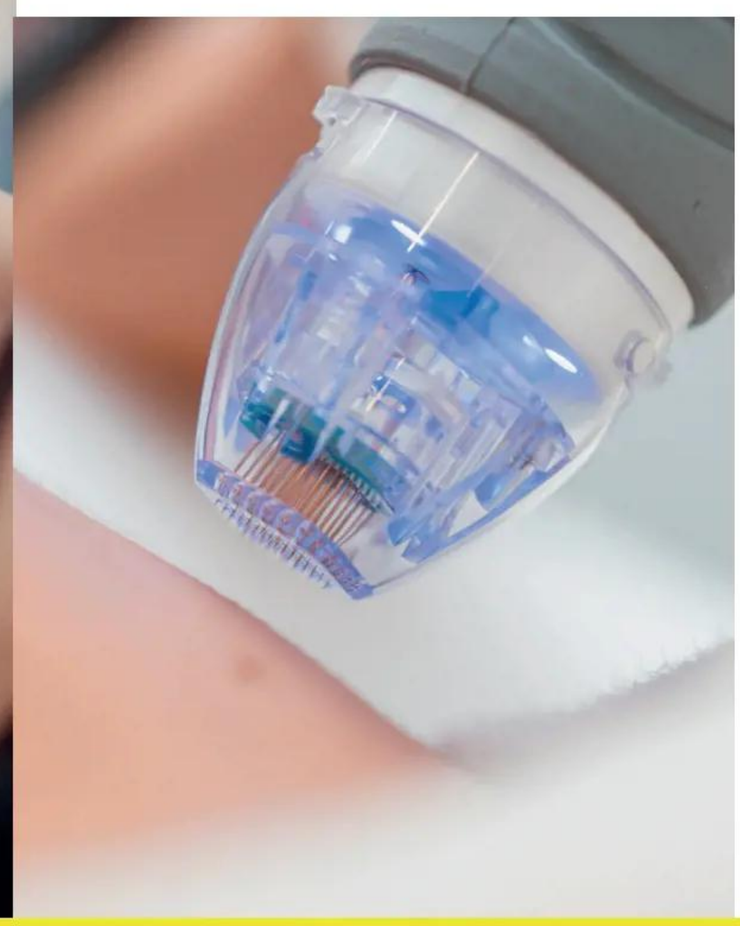

# THE POWER OF *RF microneedling*

## With the launch of the Level 5 RF microneedling qualification, Annalouise Kenny, founder of Skin Philosophy Training, examines how the treatment works, side effects and whether you should be offering in your clinic

Radiofrequency (RF) needling involves using a device with fine needles that create micro-injuries while emitting radiofrequency energy, heating the deeper layers of the skin. The controlled micro-injuries prompt skin renewal, while the RF energy enhances the tightening and lifting effects by heating the underlying layers, leading to more substantial and longer-lasting results.

A thorough skin consultation is necessary to ensure you are treating the areas that are required. After having the treatment done myself, I have noticed the biggest impact along the jawline for lost elasticity, which is usually tough to treat.

### *Benefits of RF microneedling:*

1. **Enhanced skin tightening:** The combination of microneedling and RF energy significantly boosts collagen and elastin production, resulting in firmer, tighter skin.
2. **Improved skin texture:** This treatment effectively reduces the appearance of acne scars, large pores, and fine lines, leading to smoother skin.
3. **Minimally invasive:** Unlike traditional surgical facelifts, RF microneedling is minimally invasive, offering substantial results with minimal downtime.
4. **Safe for all skin types:** The treatment is suitable for various skin types and tones, making it a versatile option for many patients.
5. **Quick recovery:** Patients typically experience mild redness and swelling, with most returning to normal activities within a day or two.

### *Why your clinic should offer RF microneedling*

RF needling is a treatment to watch, particularly if you are looking to attract a diverse clientele seeking effective, non-surgical solutions for their skin concerns. To stay ahead of the curve and embrace the growing need for non-invasive skin rejuvenation, start your journey to master Level 5 radiofrequency microneedling with Skin Philosophy. **PB**

**Find out more about Skin Philosophy's training courses:**
**020 8876 3999**
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## DETAILS

This course includes 3 mandatory theory units to kickstart your core knowledge.

You can then select a minimum of 3 optional units including but not limited to radio frequency, skin needling, plasma pen, hair growth reduction, laser, skin-rejuvination.

## FEATURES

**YOU decide which treatments to add to your portfolio**

**PLUS**

The Science of Skin book RRP £150 is included **FREE** in this course

## Diary dates

**//September 20-22**
**World Wellness Weekend**
**International**
The annual event is set to be celebrated by 8,000 venues across 150 countries, with wellness activities.
**world-wellness-weekend.org**

**// September 29–30**
**Professional Beauty North**
**Manchester Central**
The largest beauty exhibition in the North returns with product launches, education, competitions and more.
**020 7351 0536**
**professionalbeauty.co.uk/north**

**// October 13–14**
**Salon Beauty**
**ExCeL London**
London's biggest autumn event for beauty is now at ExCeL London. Formerly known as Olympia Beauty, the show features stages and competitions.
**020 7351 0536**
**professionalbeauty.co.uk/salon-beauty**

**// October 10–11**
**CCR**
**ExCeL London**
Trade show featuring education and aesthetic suppliers.
**020 3196 4370**
**ccrlondon.com**

**// October 23-27**
**British Beauty Week**
**Nationwide**
With the theme "A Beauty Industry that Looks Like You", activities will highlight the importance of inclusion in beauty.
**britishbeautyweek.co.uk**

**// November 10**
**Babtac & Cibtac Awards**
**The Fairmont Windsor Park**
Awards celebrating practitioners, salons, spas, and educators.
**01452 623110**
**babtac.com**

## IIAA announces Salon of the Year 2024 winners

The winners of IIAA's Salon of the Year 2024 Awards were rewarded during a gala event at the new Peninsula London hotel.

The company's top accounts were recognised for achievements across several specialisms including new categories for rosacea, pigmentation and nail health.

The IIAA Salon of the Year Awards 2024 winners are:

**Salon of Excellence Bronze:** Hayley Barnes Skin and Beauty Studio
**Salon of Excellence Silver:** Pure Birkdale
**Salon of Excellence Gold:** The Hart Spa Sevenoaks
**Salon of Excellence Platinum:** Touch & Glow Skin & Laser Clinic
**Green Salon of the Year:** Feel Good Therapy
**Community Champion:** Elegance of Gidea Park
**Salon of the Year Award Ireland:** Ailish Laser & Skincare
**Salon of the Year Award UK:** Skingym by Katherine Taylor
**Therapist of the Year – Pigmentation Category:** Tripta Juj, Vital Energy
**Therapist of the Year – Dry Skin/Eczema Category** joint winners: Amy Power, The Chalet, and Louise Lowe, L Beauty
**Therapist of the Year – Problem Skin Category:** Helen French, Helen French Skin Clinic & Beauty
**Therapist of the Year – Rosacea Category** joint winners: Olivia Matthews, The Advanced Skin Cabin and Louise Wotton, Elegance of Gidea Park
**Therapist of the Year – Ageing Category** joint winners: Helen McBurney, Helen McBurney Skincare and Alexandra Jeffrey, De'Luxe Skin Clinic
**Therapist of the Year – Nail Health Category:** Tracey Ahearne, Lavish Beauty
**Therapist of the Year (overall winner):** Olivia Matthews, The Advanced Skin Cabin.

## Germaine de Capuccini launches packaging sustainability campaign

Germaine de Capuccini has introduced a new way to let clients replenish their skincare products while significantly reducing plastic waste.

The brand's intensive moisturisers, known for restoring plumpness and hydration to all skin types, are now available as a refills.

The switch to refills will help to achieve a 95% reduction in plastic use, 50% less cardboard usage, 90% less waste and a 97% decrease in electrical consumption.

Although the new refills are not compatible with all current cream pots, Germaine de Capuccini's forthcoming containers will feature a removable middle, simplifying the refill process.

In the meantime, transferring the product manually or using the refill directly is necessary for existing jars.

The Refill & Renew campaign also translates to financial savings for customers, offering a 20% cost reduction when purchasing refills.

# SALONSDIRECT

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*See website for full T&C's

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# PROFESSIONALBEAUTY.CO.UK

We take a look inside PB's digital world

## Hot Topic

*Would you offer a loyalty scheme?*

**@polishedmarske:** "We have loyalty cards offering money off after so many treatments and clients love it. 🙌"

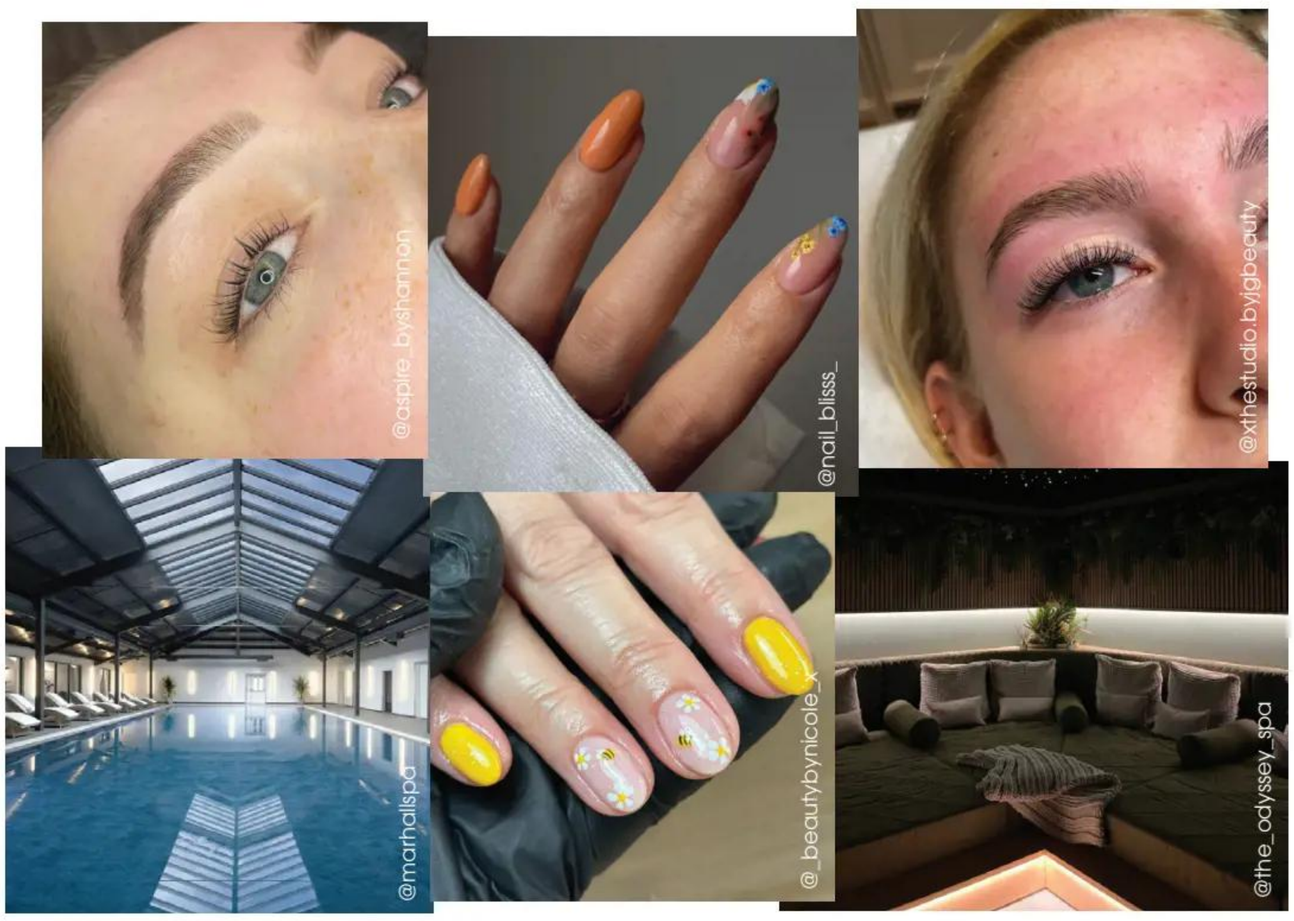
**@homeostaze_:** "I have a loyalty programme and while my clients love it, it is very expensive to run…"

**@bellebykaris:** "I have an app that clients can collect loyalty points on and make their bookings. They love it. I don't believe in giving discounts to new clients, I like to treat my wonderful loyal customers who continue to support me."

**Catherine Carter:** "I used to do a scheme where clients collected 'beauty points' based on spend per treatment but stopped after covid as I'm currently by myself and I was giving away too much time. I do give clients a Christmas gift though and tailor treatment add-ons to them."

## #PBLoves

Use the #PBLoves hashtag for a share on our socials 😘



*This month we asked you…*

**Do you have a cancellation policy?**

| | |
|---|---|
| 31% | *Yes, a strict one* |
| 59% | *Yes, but only for repeat offenders* |
| 10% | *No* |

## Hot Topic

*What are your top tips for promoting your services?*

**@hpbconnector:** "Heart sell not hard sell! To me it speaks volumes and just feels so right. 🤍💅"

**@twinoaksbeauty:** "I really believe that you have to practise what you preach. Whatever service or product you offer, you need to believe in it and use it/ have it done yourself plus know the service and products inside out. Then you can truly promote and attract the right clients for your business and offer the right service for them. Believing in what you offer is what builds trust, a fabulous clientele and a fully booked business 💞"

**Sue Davies:** "Ensure you're visible to your ideal clients."

Sell the problem you solve, not the product you have

PB

*Join the conversation…*

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**...and the team**
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# 5 *massage therapists* TO FOLLOW

From corporate massage therapists to wood therapy specialists, here are five therapists to follow on social to immerse you in the world of massage

## *Hayley Snishko*

**Instagram @hayley_snishko: 8,588**

Hayley Snishko is a multi-award-winning mobile massage therapist who took home two trophies at the Professional Beauty Awards 2024 – one for Therapist of the Year and the other for Mobile/Home-based Beauty Business of the Year for her mobile spa service, Home Sanctuary.

Snishko's passion for her craft and clients emanates from her in person and on her social media channels. In 2022, she launched Massage4MentalHealth, a campaign aimed at getting massage recognised as a credible treatment for mental health conditions.

## *Phillipa Spivey*

**Instagram @ phillipaspivey. therapies: 619**

Discovering she had a passion for massage and mental wellbeing, Phillipa Spivey trained in seated acupressure massage (on-site chair massage) to offer massage in corporate offices. Having experienced mental health issues and unfair treatment in the workplace herself, it became a personal mission to provide a moment of calm to an increasingly burnt-out workforce. Her social media is full of tips and tricks for the stressed-out desk worker and the professionals with the skills to help them.

## *Slav Marinov*

**Instagram @slavma.london: 27k**

World-renowned massage therapist Slav Marinov looks after the wellness of athletes, celebrities and royals. From studying many advanced massage techniques, Marinov developed his own unique style incorporating pressure, trigger point neuro-muscular therapy, active stretching release and joint mobilisation.

Treating people with temporomandibular joint (TMJ) disorder is a particular area of interest, and he has completed development programmes for TMJ and buccal massage. He is the apprentice of the 26th generation Master of Kobido Dr Shogo Mochizuki, studying the oldest form of Japanese facial massage. He is also a judge for the National Massage Championships at the Salon Beauty show.

## *Alexandra Fraser*

**Instagram @richmondbodywork: 800**

Alexandra Fraser is an award-winning massage therapist who won Judges Choice at the National Massage Championships 2023.

Originally trained in sports massage, Fraser went on to study acupuncture and dry needling as well as manual lymphatic drainage and hot/cold stone massage.

She has worked with elite cycling teams, as well as with London Welsh RFC and the London and Brighton Marathons.She currently works with a range of medical conditions and genetic neuromuscular disorders such as MS and Pompe disease, out of her business Richmond Bodywork.

## *Jasmina Connelly*

**Instagram @jasminaconnelly: 7,070**

Jasmina Connelly started her career on luxury cruise liners, and has since worked with celebrities and travelled all over the world to teach her passion for wood therapy and Brazilian body sculpting.

Connelly's social media channels offer a wealth of knowledge for improving technique and learning about the all-important lymphatic system. She is able to display the incredible effects of wood therapy through video on her channels, adding to its growing popularity.

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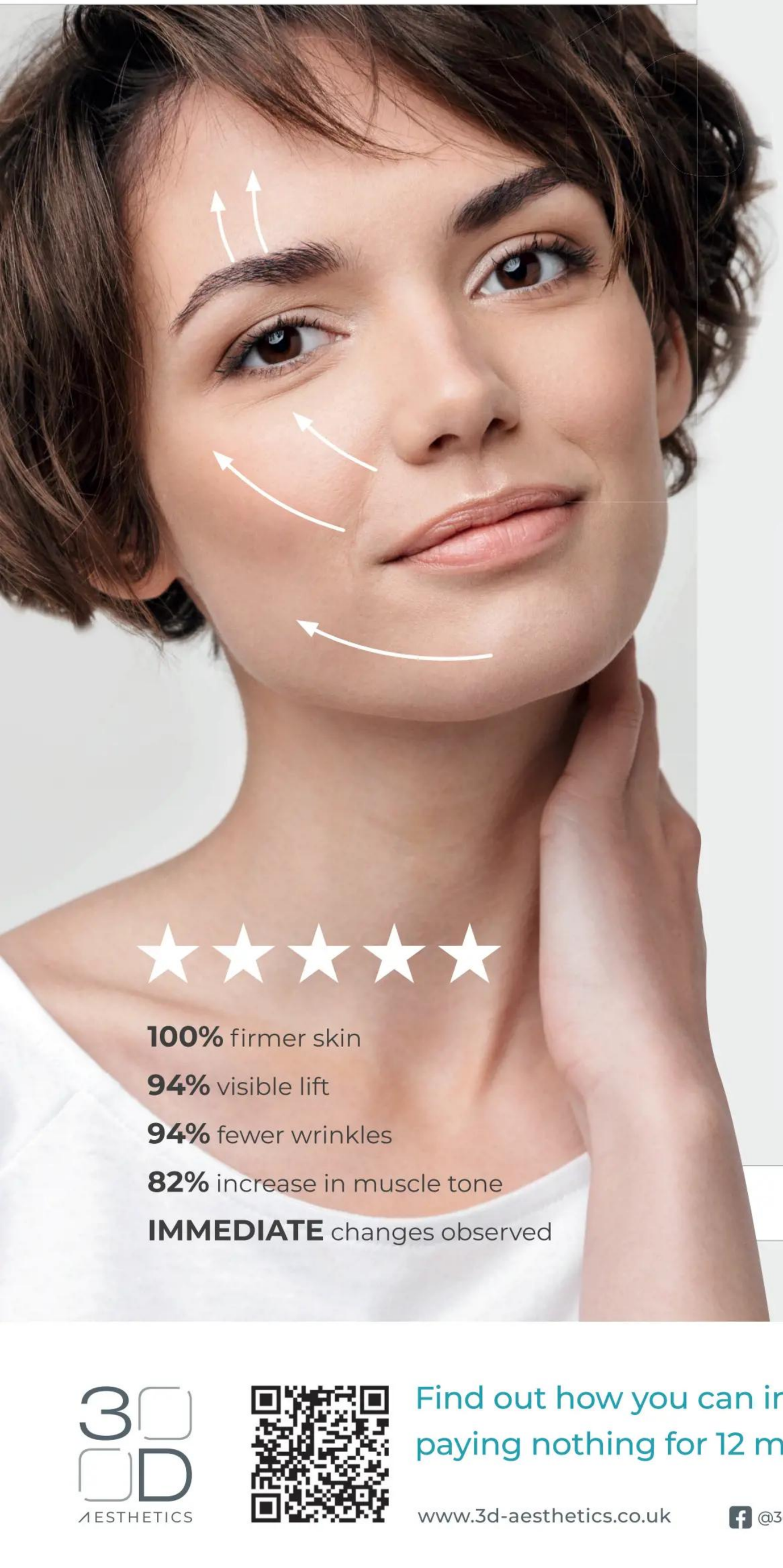

★★★★★

**100%** firmer skin

**94%** visible lift

**94%** fewer wrinkles

**82%** increase in muscle tone

**IMMEDIATE** changes observed

We found that it makes the skin much, much firmer, very, very quickly, which is the opposite of what we see with toxin when compared to previous data.

– Dr Abs Settipalli, (MCHD, BChD, BSc)

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SCAMP AND DUDE)

Our exclusive monthly benchmarking stats for each sector of the market

# INSIDER BEAUTY

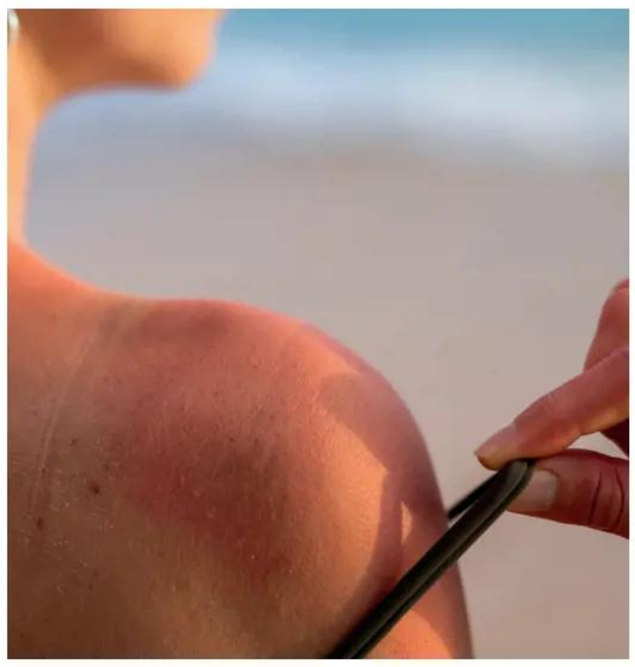
June was a positive month for beauty salon owners, with 47% reporting improved treatment business compared to the same month in 2023. An additional 40% experienced consistent performance, while 13% faced declines. Retail business mirrored these trends.

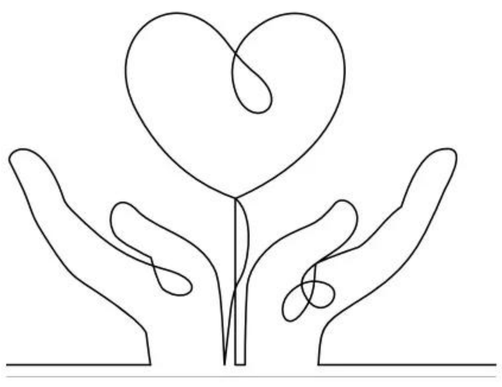
Sun damage remains a significant concern across various age groups, with a recent survey showing that suncare is a major blind spot for many Brits (read more on page 10). The most affected clients appear to fall within the 41-50 age range, with 43% of you reporting the most cases in this demographic. Following this group are clients aged 51-60 (29%) and 61-70 (14%). These insights underscore the importance of targeted sun safety education and skincare treatments tailored to different age groups.

## *On the spot*

**Which client age range do you most often see with sun damage?**

1. 41–50-year-olds (43%)
2. 51–60-year-olds (29%)
3. 61–70-year-olds (14%)
4. 21–30-year-olds (7%)
5. 71–90-year-olds (7%)





*40%*

are or have been involved in community events or partnerships to promote their salon

## *Month in numbers*

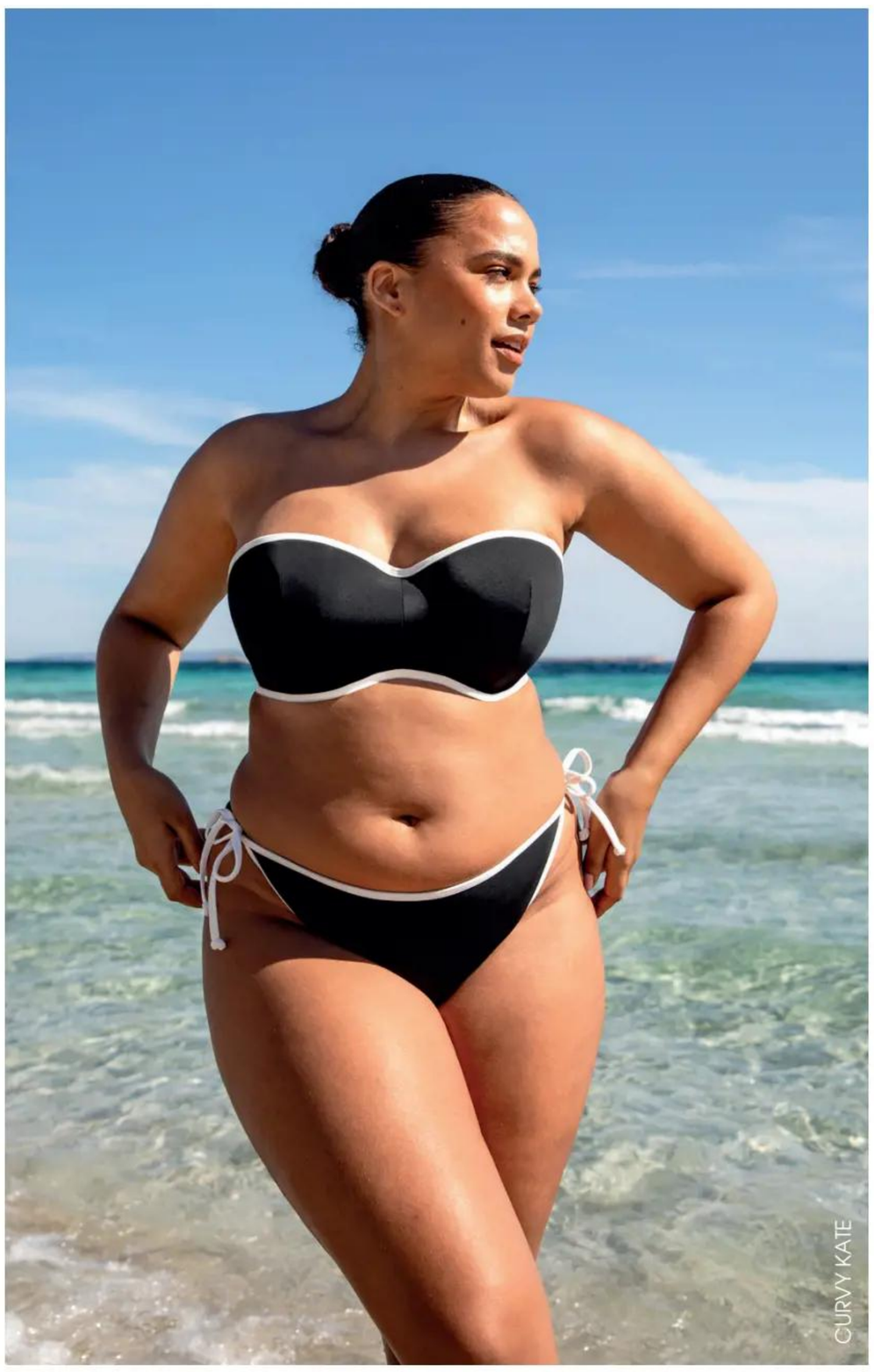
**How did treatment business in June 2024 compare with June 2023?**

**How did retail business in June 2024 compare with June 2023**

*79%* average treatment room occupancy in June

### *Take part in our Insider feature*

Want to have your say on the beauty industry? Take part in our Insider feature. Sign up at: **professionalbeauty.co.uk/insider**




# INSIDER SPA

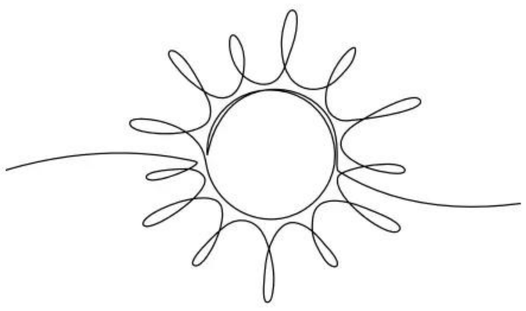
June 2024 marked a successful month for spa businesses, with 84% reporting improved treatment business compared to June 2023. Another 9% experienced stable performance, while only 7% saw a decline. Retail business also showed positive trends, with 45% of spas reporting better sales, 24% remaining the same, and 31% facing a decrease. The average treatment room occupancy was a strong 73%, indicating high client engagement and demand.

Community engagement plays a vital role in the business strategies of many spas. A notable 80% of spa managers and directors have been involved in community events or partnerships to promote their services. These activities not only enhance visibility but also strengthen relationships within the community, boosting the spa's reputation and client loyalty.

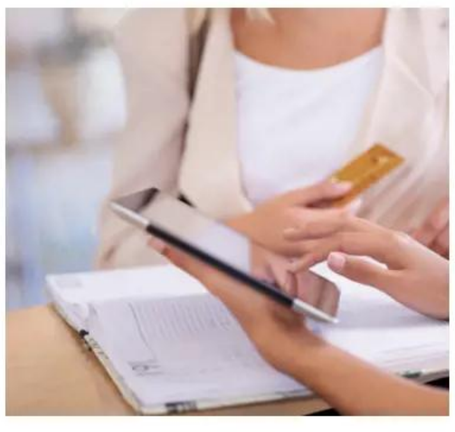
## *On the spot*

**Which client age range do you most often see with sun damage?**

1. 51–60-year-olds (45%)
2. 41–50-year-olds (25%)
3. 61–70-year-olds (20%)
4. 31–40-year-olds (10%)



*80%* get involved in community events or partnerships to promote their spa

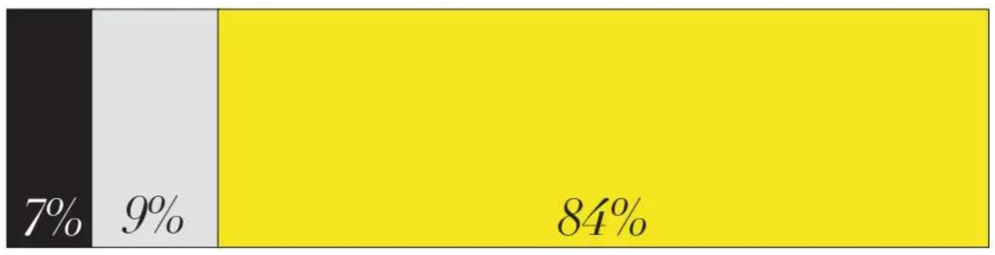


**Which factors do you consider when calculating treatment prices?**

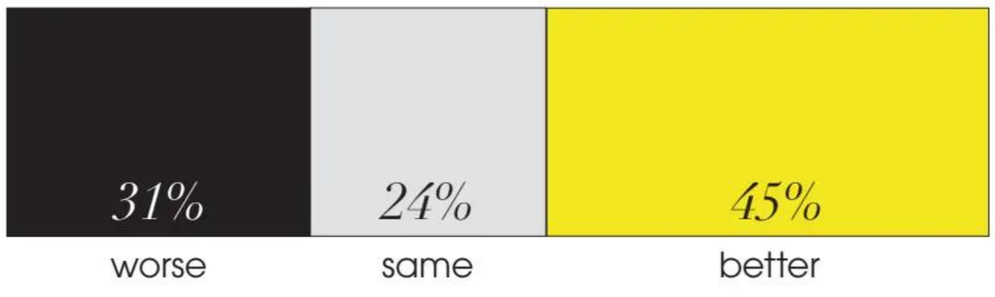
1. Overhead expenses (54%)
2. Competitor pricing and market analysis (36%)
3. Desired profit margin (31%)
4. Client demographics and pricing sensitivity (15%)

## *Month in numbers*

**How did treatment business in June 2024 compare with June 2023?**




**How did retail business in June 2024 compare with June 2023?**




*73%* average treatment room occupancy in June

# INSIDER NAILS

Engagement on social media remains a critical factor for nail salons, with 46% regularly updating their social media accounts. This activity helps attract new clients, showcase nail art designs, and promote special offers.

Understanding client preferences is crucial for retaining and attracting new customers. According to our survey respondents, clients primarily choose nail businesses for quality of service (42%), with well-executed treatments and attention to detail being paramount. Other key factors included reputation and reviews (33%), where positive word-of-mouth and online reviews attract new business; and good client relationships (25%).

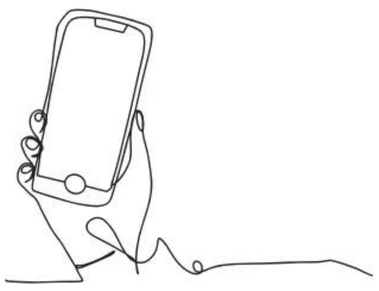
Another way to attract new clients is to tap into trending colours and designs – check out our autumn/winter 2024 nail trends feature on page 58 to get a head start for next season.

## *On the spot*

**What strategies have you implemented to cut costs in your nail business?**

1. Efficient scheduling to optimise working hours (58%)
2. Switching to more cost-effective product brands (52%)
3. Minimising waste and product usage (48%)
4. Reducing energy consumption (27%)
5. Negotiating lower rates with suppliers (25%)

*46%* regularly update their nail business's social media accounts

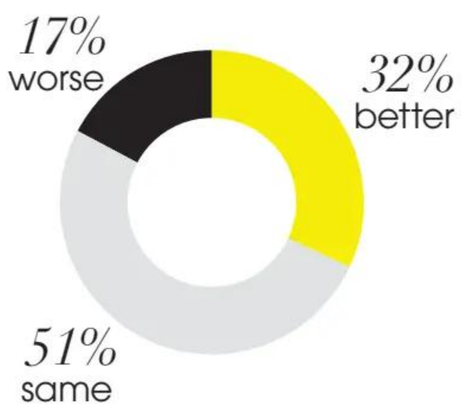


**What is the reason clients choose your nail business?**

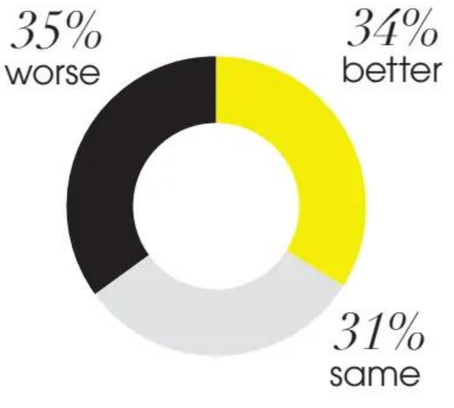
1. Quality of service (42%)
2. Reputation and reviews (33%)
3. Good client relationships (25%)

## *Month in numbers*

**How did nail treatment business in June 2024 compare with June 2023?**




**How did nail retail business in June 2024 compare with June 2023?**




*25* nail treatments performed on average per week in June

**METHODOLOGY** Insider is compiled from a monthly survey of spas and beauty salons. The people who participated represent a cross-section of the industry and were polled by email and social media from July 1 to July 9, regarding business for the month to June 30. Nail business for the Insider Nails page was calculated from data provided by salons that offer nail services among other treatments. The figures given represent the average score for each answer. Brands are ranked when mentioned by several respondents.

# *on the* SCENE

Behind the scenes at the parties, launches and events in the world of beauty, aesthetics, spa and nails

## *Germaine de Capuccini's The Event*

**Madrid and Alicante, Spain**

Spanish brand Germaine de Capuccini (GDC) hosted some of its key spa accounts and VIPs in Spain to celebrate its 60th anniversary. PB's deputy editor Kezia Parkins joined the two-day trip, which kicked off with a visit to GDC HQ in Alicante to learn all about brand founder Carmen Vidal. Guests were also taken around the GDC factory and labs and given exclusive access to see how several of their patented products are made, with many elements still done lovingly by hand.

By day two, attendees were settled in Madrid and taken through an immersive experience in which launches from the brand's Timexpert and spa ranges were unveiled. Guests also had the chance to concoct their own cream, attend a perfume masterclass, play Germaine de Capuccini arcade games and enjoy a delicious traditional Spanish lunch. In the evening, the birthday gala was held at Platea Madrid where the group feasted on canapés and danced the night away.

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BY THE MOST ADVANCED COSMETIC TECHNOLOGY
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## *IIAA Salon of the Year Awards 2024*

**Peninsula London**

Salon owners and skin therapists from across the UK and Ireland gathered at the brand new Peninsula London hotel in June to celebrate IIAA's top accounts. Following a champagne reception, guests, including PB editor Eve Oxberry, enjoyed a three-course meal before the main event, which was introduced by IIAA managing director David Alpert. Before the awards began, British Beauty Council chief executive Millie Kendall gave a speech about her career journey and the importance of the sector and its contribution to the UK economy.

The awards were then presented, with several for top-performing salons, as well as Green Salon of the Year (see page 54 for our interview with winner Feel Good Therapy). IIAA co-founder Tracy Tamaris then took the stage to introduce some new categories for therapists who achieved the most impressive results on a variety of skin conditions, from eczema to rosacea to signs of ageing. Skip back to page 14 to see the full list of winners.

## *Image Skincare UK Spa Retreat Day*

**Glass House Retreat, Essex**

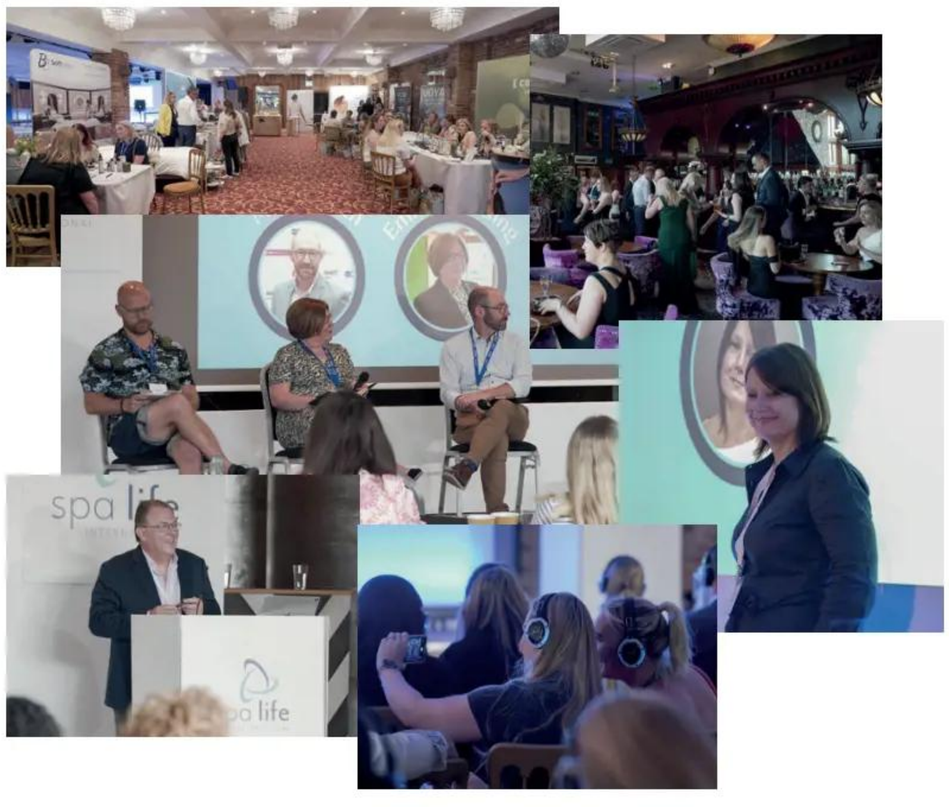
Image Skincare invited a group of skincare professionals and press to unwind and network at the Glass House Retreat in Upminster, Essex. PB's editorial assistant Erin Leybourne attended the exclusive event, which offered guests access to the spa for the day, plus a bespoke Image facial chosen to tackle each individual's skin concerns.

The day started off with a tour of the expansive grounds, with both outdoor and indoor facilities to enjoy, including a natural swimming pond, sauna and steam rooms, activity rooms and more. Access was also extended to the day's classes and workshops, including yoga, sound baths and crafting. After a morning spent exploring the spa's offerings and having treatments, invitees enjoyed a nutritous plant-based lunch, with healthy smoothies, and an orange dessert inspired by Image's best-selling Vital-C serum. The afternoon was then free for networking and relaxing.

## *LCBT Star Awards*

**The Photographers Gallery, London**

The London College of Beauty Therapy (LCBT) held its Student Star Awards, celebrating the best and brightest students coming into the beauty and hair industries. The presentation was hosted by Sarah-Jane Froom, makeup artist and presenter. The top-performing students were awarded for their skills and commitment. Their tutors, who played a significant role in their development, were recognised too. The Professional Beauty Group sponsored the Level 2 Beauty and Hair categories, with PB's editorial assistant Erin Leybourne in attendance to support the college and applaud the winners. The Eileen Cavalier Student of Excellence Award was presented by Caroline Neville MBE, preseident of Cosmetic Executive Women. The afternoon also included networking drinks to toast the bright futures of the young therapists moving into the beauty industry.




## *Spa Life UK Convention 2024*

**The Old Thorns Hotel and Resort, Liphook, Hampshire**

The two-day convention brought together spa and wellness professionals and brands for networking and business development, as well as a celebratory gala dinner to celebrate the Good Spa Guide Awards. Speakers at the conference included Carden Park's Emma Pridding, Gerrard International's Paul Gerrard, and Myndstream founder Freddie Moross, with topics including spa trends, sustainability, touchless technologies and the changing attitudes of spa consumers. PB's senior content writer Ellen Cummings attended the event to catch up with leading spa directors, as well as representatives from brands including Germaine de Capuccini, Thalgo, Elemis, Sothys, Temple Spa, Omorovicza and more.

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# *Cancellation* CULTURE

Cancellations and no-shows are costing our industry millions each year so why are we so reluctant to enforce a strict policy?, asks Hellen ward

There is a quote I love from Shirley Temple: "Time is money. Wasted time means wasted money means trouble". And nowhere is it truer than in our industry because the most expensive thing we sell is our time, and lost time is lost turnover forever.

I recently hosted a webinar with software company Shortcuts on the topic of cancellations and how failing to initiate a policy can impact salons in the UK. As part of my preparation, I had a good look at the legislation surrounding cancellation policies and found some astonishing data.

I started by looking at my own business. We had 4,500 cancellations in the last year, resulting in a financial loss of nearly half a million pounds.

The 285 uncharged no-shows resulted in a further loss of circa £25.5k. Together, these cancellations and no-shows amounted to 213 column hours lost – impacting not just the business but the staff in commission lost to the team members themselves. Although we operate (what I thought was) a strict cancellation policy, we clearly need to tighten up on our enforcement strategies.

A rule is only a rule if you bother to enforce it. Imagine TFL reminding passengers that they cannot smoke on the tube but relaxing the policy on the District Line between Parsons Green and Fulham Broadway? All that would result is a disrespect for the rule and a serious amount of confusion. Yet, all too often, we found receptionists were reluctant to charge late cancellation fees, feeling uncomfortable and apologetic. We also know that clients charged for no-shows often get angry and refuse to return, typically the repeat offenders.

Of course, for any business selling time (hotel rooms, for instance), occupancy rate is a key statistic to track as it is a clear indicator of the business's productivity. So, ensuring you create some sort of policy regarding cancellations is essential. The good news in our business is that 99% of clients that were charged a deposit due to a previous missed appointment or last-minute cancellation turned up on time for their future appointments, and that over the past year, only 4% of customers cancelled last minute or missed a booking.

## *The new rules*

Cancellation culture is growing – yet our sector seems strangely reluctant to get involved. Hospitality has long been a trailblazer – hotels rarely accept a booking without a credit card and restaurants routinely hold card details as deposits. Dentists often charge 50% upfront (I've paid over £500 for some cosmetic dentistry I'm having in October, with my dentist pocketing the interest on my deposit!). Concerts don't give refunds on tickets, gyms often ask you to pay up front for classes and charge if you cancel and they are unable to fill the space. Even traders like plumbers and electricians are beginning to charge for missed appointments and schools and nurseries often charge late pick-up fees of £20 per 15 minutes!

> *For any business* **SELLING TIME**, *occupancy rate is a* **KEY STATISTIC** *to track as it is a clear* **INDICATOR OF PRODUCTIVITY**. *So, ensuring you create some sort of* **POLICY** *regarding cancellations is* **ESSENTIAL**

It's easy to see why. All of those sectors are selling the time of their staff. The more labour intensive the sector is, the more they'll want to safeguard potential revenue losses. Anyone who's ever been sent a letter by their local NHS trust will know it is accompanied by a stern reminder about what missed appointments cost the health service.

Educating our consumers is key. We have a 15-minute grace period, but latecomers will find their service is shortened to accommodate the following client, meaning both the experience and the service itself is compromised. Rather than use the term "deposit" we suggest "non-refundable booking fee to secure your appointment" because deposit implies that fees taken are returned. For our habitual no-shows, banning them until their cancellation fee balance has been cleared then insisting on pre-payment in advance going forward normally does the trick.

## *The legal position*

You won't be surprised to hear the onus is on the business to prove that it informed the customer about its policies with reasonable notice. The policy must be clear and enforced at every stage of the appointment "contract".

The business can charge a fee commensurate with their loss, but if the loss has been mitigated (the appointment has been filled) the customer could have the right to ask for a refund. There are other compliance issues to consider; for example, ensuring you have the right to take payments if the cardholder is not present.

Some cancellation policies I researched in salons were extremely lengthy and confusing. Usually, stating 24-hours' notice of cancellation is required for every booking can be enough. If initiating the policy, donating a proportion of the resulting sums to charity helps soften the blow and the customer perception.

## *Making it work*

One thing is for sure; enforcement is critical, and to ensure this happens it's wise to get the team on side. Use your software notes to monitor a three-strike policy so you can track and comfortably charge those serial cancellers.

I call it carrying out the safety briefing – when we fly, we'd be disconcerted if we weren't reminded how to fasten our seatbelts, how the oxygen masks work and that cigarettes or vaping weren't allowed in the toilets. Making sure your clients are fully aware of your policy is merely an exercise in encouraging good behaviour and limiting your own financial losses. In a culture where cancellations come at a cost, why should our industry be any different? **PB**

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Hellen Ward is managing director of Richard Ward Hair & Metrospa in London, vice president of The Hair & Beauty Charity and co-founder of Salon Employers Association (SEA).

# ASK THE *Experts*

Our beauty experts answer your questions about every aspect of running a salon or spa business

## What's the difference between ombré and hyper-realism brows?

When it comes to semi-permanent brow make-up, there are different procedures and styles that create different appearances, from a fuller brow to a fluffier and more natural looking style. It's important to understand the differences between these styles, which skin type they suit best and the life span of these procedures.

**Ombré brows**

One of the most popular SPMU styles is ombré brows, which is a shading technique that mimics makeup to create a fuller look and enhance or improve the shape of the natural brows. Ombré brows leave a light layer of pigment at the fronts of the brows to allow the gradual build of colour towards the tails, creating a softer and more harmonising look on the face. This procedure is suitable for all skin types, although dry skin would hold the pigment more aggressively compared to oily skin.

Skin type is an extremely important factor to take into consideration when helping a client to decide which procedure to go for. Even though ombré is generally universal, and we wouldn't turn away a client for ombré purely due to them having oily skin, it's important to inform the client that their brows will fade quicker than a client who has combination or dry skin so they will need to have more frequent maintenance.

**Hyper-realism brows**

For clients with dry skin, both ombré and hyper-realism can be performed, depending on the client's wishes.

Hyper-realism derives from the traditional microblading technique, where a small blade is dipped into pigment and hairstrokes are bladed into the brows. Hyper-realism uses digital machines that measure the depth of the pigment implantation and create the hairstrokes with a tiny 1 liner needle. The beauty of this treatment is that it can be as natural or as filled in as you wish. It's a super-buildable brow style, and one that can be tailored for all.

For clients that usually have longer hair strands and dry skin, I would recommend hyper-realism because the hairstrokes and natural hair strands blend perfectly, creating a very natural but fuller and fluffier appearance.

Remember, the natural brows and skin type come into play when your client is choosing the best treatment for them. Therefore, it's best to carry out a consultation before deciding to go ahead with any treatment.

Even though the brows will last for one to four years, depending on skin type, yearly maintenance is required to keep the colour and shape fresh. Clients with oily skin tend to come back for top-ups more often but this can vary depending on multiple factors including UV exposure, exercise and sauna use.

Handan Keser is a cosmetic tattoo specialist who offers a variety of SPMU treatments as well as professional development opportunities for fellow SPMU artists, with locations in Edmonton and Canary Wharf, London.

# How do I tell the difference between inflamed skin and a stripped acid mantle?

Over the last five years, I have noticed a huge rise in the number of clients suffering from inflamed skin. As practitioners, it's important that we understand the signs and symptoms and how to differentiate this from a stripped acid mantle.

Modern lifestyles have led to us consume toxic particles all day. Processed foods, sugar and pollution are all toxic to our system over time, but it's not just what we eat or absorb but also what we create ourselves. When we are stressed, we create toxins in our body, compromising our immune system. Over time, this creates inflammation – our body's protective response to try to remove harmful stimuli and begin the healing process.

The skin will always reflect what's happening internally, and this inflammation eventually manifests on the skin as small, inflamed bumps, looking like a slight rash, with papules and pustules appearing along the lower cheek area. Inflamed skin can also be warm to the touch.

In comparison, a stripped acid mantle can present as multiple skin conditions showing on the face: dryness and sensitivity on the cheeks, and excessively oily t-zone and breakouts on the perioral area. Many practitioners will know the cause well: overuse of products and/or incorrect products for the skin type, which lead to the pH of the skin changing daily.

Do you ever find yourself confused as to which condition your client is presenting with? This is understandable because a build-up of inflammation can cause an impaired acid mantle, so the two can overlap. The inflammation means the body cannot effectively create the acid mantle on the skin to protect and maintain hydration, leading to the skin becoming sensitive and reactive. This will, therefore, be observed on both inflamed skin and impaired barriers.

Treating inflamed skin requires a different approach to a stripped acid mantle. When combating a stripped acid mantle, you need to repair the pH of the skin by cutting down and changing the products the client is using.

I find aloe vera amazing for repairing the pH of the skin quickly. I have often advised clients with longstanding reactivity and sensitivity to use only alcohol-free aloe vera for two weeks and observed dramatic improvements. However, if we use this treatment method for inflamed skin, the skin will calm down temporarily, but the inflammation will continue. So, what's the best approach?

Our first step is identifying the condition through an in-depth skin consultation. I find asking the client how their skin feels after using certain products often helps them illuminate the issue themselves. This, paired with educating the client about inflammation, helps them to make lifestyle changes that help the treatments go further.

In terms of homecare, the aim is to protect the skin from the outside through gentle products, and I also suggest working with a nutritionist to refer patients. This will ensure the patient is effectively treating the skin condition internally as well as externally, which is the only way to successfully tackle inflamed skin.

Annalouise Kenny is the founder and chief executive of Skin Philosophy, which has training centres for skin education and advanced treatment techniques across the UK and Ireland.

# How can I incorporate the principles of biohacking to help clients achieve their goals?

Biohacking can significantly enhance beauty through various approaches, including natural and high-tech methods. The key beauty benefits of biohacking focus around sunlight, healthy living, mindfulness, sleep, diet and skincare:

**1. Sunlight**

- Vitamin D production: Adequate exposure to sunlight boosts vitamin D levels, which is essential for skin health and immune function.
- Mood enhancement: Sunlight increases serotonin levels, improving mood and reducing stress, which can positively affect appearance.
- Natural glow: Moderate sun exposure can give skin a healthy, natural glow. Always protect against overexposure with sunscreen to prevent damage.

**2. Healthy living**

- Natural diets: Eating whole, unprocessed foods can improve skin, hair and overall health.
- Physical activity: Engaging in regular, varied physical activity, such as walking, running and lifting, promotes muscle tone and skin health.
- Natural rhythms: Aligning lifestyles with natural circadian rhythms (such as waking with the sun and sleeping after sunset) enhances sleep quality and overall vitality.

**3. Mindfulness**

- Stress reduction: Practices like meditation, deep breathing and yoga reduce cortisol levels, preventing stress-induced skin issues.
- Improved focus and wellbeing: Mindfulness increases self-awareness and mental clarity, contributing to a more relaxed appearance.

**4. Sleep**

- Skin regeneration: Quality sleep allows for cellular repair and regeneration.
- Reduced puffiness: Adequate rest gives a more refreshed look.
- Balanced hormones: Sleep supports hormonal balance, which is crucial for maintaining healthy skin and hair.

**5. Diet**

- Nutrient-rich foods: Consuming a diet rich in vitamins, minerals, antioxidants and healthy fats supports skin elasticity, hair strength and overall beauty.
- Hydration: Proper hydration from water and hydrating foods maintains skin moisture and plumpness.
- Anti-inflammatory foods: Including anti-inflammatory foods (such as berries, leafy greens, and fatty fish) can reduce skin redness and irritation.

**6. Skincare**

- Routine and products: Using high-quality skincare products tailored to your clients' skin can address specific concerns like acne, dryness or signs of ageing.
- Consistency: A consistent skincare routine, including cleansing, treatments and protection with SPF, ensures optimal skin health.
- Red light therapy: This can promote collagen production.

William Foley is a celebrity facialist and aesthetician with 15 years' experience including collaborations with global skin and spa brands. He has also been a finalist at the Professional Beauty Awards and Aesthetic Medicine Awards.

# How can I improve my services to attract and retain more clients?

Maintaining a strong client base amid economic uncertainties and evolving industry trends can be challenging, but it's essential for a successful beauty business. As beauty professionals dedicated to delivering exceptional client experiences, we understand the importance of not only attracting new clients but also nurturing lasting relationships with existing ones.

As an educator, I frequently discuss strategies to both attract new clients and keep existing ones coming back, despite competing financial priorities. I've explored various ways to offer more value, combining treatments with luxurious extras that not only pamper clients but also keep them coming back for more.

## Simple ways to increase value

Cost-effective touches that enhance the client journey from start to finish can make a significant difference. Ensuring clients feel they're getting excellent value is pivotal for long-term success. Here are some ideas:

- Time is precious; clients should never feel rushed during their treatments – it's their dedicated time to unwind and rejuvenate. They are paying for your time, after all.
- Building trust is paramount. Clients return when they feel genuinely cared for and know their skincare is in expert hands. Clients often affectionately call me their "fairy facemother", a testament to the trust and loyalty nurtured through personalised care and for my knowledge and advice.
- Comfort is key – perhaps a weighted blanket or a spritz of a calming pillow spray to enhance relaxation and signify the start of their treatment journey. I adore the Tranquillity Pillow Spray from Evolve Organic Beauty, and so do my clients. They often purchase it at the end of their treatment to recreate the calming, spa-like experience at home.
- Incorporating techniques like facial massages with tools such as gua sha or ice globes can enhance even your more advanced facial treatments, heloing to ease clients into relaxation.
- Creating personalised take-home packages, like mini products and sheet masks, allows clients to extend their spa experience at home – and everyone loves a thoughtful gift.
- Competitive pricing isn't just about undercutting others; it's about valuing your expertise and service. When clients receive exceptional care, they'll gladly invest in quality, becoming ambassadors for your business through word of mouth.

By prioritising client comfort and personalised care, you'll build a loyal clientele that appreciates and advocates for your services. These straightforward tips are inexpensive yet can earn you a reputation for providing five-star service. **PB**

Gemma Halil is an advanced aesthetician with over 20 years' experience in the industry. She is the lead educator for cosmeceutical skincare brand pHformula and also works with other professional brands.

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# *Talking to...* ANA PONS TALENS

The new Germaine de Capuccini general director tells **Kezia Parkins** about her leadership goals and taking the brand in a new direction as it celebrates its 60th anniversary

Ana Pons Talens's appointment to general director of Spanish spa and skincare brand Germaine de Capuccini may have been born of tragedy, but she has certainly risen to the challenge.

Germaine de Capuccini (GDC) distributes its skincare to more than 80 countries and has six subsidiaries, including one in the UK. It had been run by Miguel Ángel López as chief executive until he suddenly passed away in 2023. "It was very sad. Miguel and I were very close and had a great relationship. His death had a big impact on our lives and of course the company," shared Pons Talens as I sat down with her in Madrid, where the brand celebrated its 60th anniversary in June.

Pons Talens was quickly promoted from her previous role as GDC's corporate director, where she managed HR and finance. This had always been her bread and butter – she began her career in the auditing sector before a decade working for big firms such as KPMG.

Shareholders asked Pons Talens to step in and

manage the company in the immediate aftermath of López's passing. With a strategy already in motion, she had demonstrated her capabilities and was asked to stay on as general director in December 2023. "Our shareholders are financial people and my background allows me to understand their needs very well. I am very analytical and I think that's important for this role. I am trying to instill this analytical mindset into all of my teams," she says.

## *The right team*

For Pons Talens, the people that make up a company are the most important part and her first objective was to put the right people in the right roles. "You need to have confidence in your team to trust they will follow the strategy and vision. I always say it's impossible to transform without an incentive and it's important for your team to believe in your brand and know where you are going," she says.

GDC was founded in 1964 by Carmen Vidal, and Pons Talens says she has "enormous pride" to work in a company founded by a woman with such passion and vision. "Now, to have this challenge and opportunity to continue her story and celebrate this anniversary is a wonderful experience for me," she adds.

New product development is high on Pons Talens's agenda and GDC has renovated its entire spa line. The new ranges take inspiration from all corners of the earth that are rich in natural raw materials, starting with South America and Asia. Next year will see new lines inspired by South Africa and Australia.

"Wellness is experiencing a transformation after Covid-19. Now people need an experience that's very different than before. Previously, people would look for something luxurious like a gold treatment, whereas now they are looking for holistic treatments and for rituals with a more spiritual experience," says Pons Talens.

## *Sustainability and wellness*

"In all the reports and studies of the beauty market right now we are seeing that the consumer needs to have more practical products, but they also need more than just the topline benefits – they need to obtain a feeling and emotional connection which can be offered from colour, scent and texture."

Pons Talens says there will also be a big focus on sustainability. "We work very hard to obtain raw materials that are very natural so a lot come from small towns," she explains. "For this new line it is important for us to be as sustainable as possible."

In addition to product development,

## KEY DATES

**2011**

Ana Pons Talens works as supervising senior at KPMG Valencia

**2016**

Joins IV RMA Global as internal auditor

**2019**

Moves into the beauty sector, joining GDC Beauty Group to lead the financial, IT and HR area

**2023**

Appointed as general director at GDC

**2024**

Germaine de Capuccini celebrates 60 years in business

Pons Talens says her three main objectives in her new role are to elevate the essence and professionalism of the brand, grow it internationally and cement GDC as a first choice for the consumer.

Increasing brand awareness and recognition among consumers is key to that, but Pons Talens says she wants to do so in a way that will lead more consumers to try professional treatments. "GDC was born focusing on the aesthetician. Now, my goal is to reach the end consumer because it's important that they know who we are and understand what we can offer," she explains.

"We have a lot of presence in salons and spas and now we are starting to retail online but we want to be in professional retail spaces because we don't want to lose our professional essence," she adds, explaining that the brand plans to be very selective as to where it makes its products available, prioritising spaces where skin therapists are on hand to advise clients correctly.

"I want to be in retail channels that can also give the path of professional – a space like Harrods, for example, where professionals can help diagnose skin conditions and recommend the best products."

## *Online presence*

For Pons Talens, opening up to more online and retail spaces will not only help to boost awareness and sales but also extend the reach of GDC's extensive education offering. "We have good raw materials, suppliers and laboratories. We have a good manufacturing process with a lot of regulations and, most importantly, we have an education team that is able to explain the benefits of skincare," she says. "This is very valuable in a time where the consumer is so confused, such as the rise in young people using retinol. Many other brands don't take on the responsibility of educating the end consumer and that what makes us stand out."

Pons Talens says the growth strategy will be mainly focused on online retail, but targeted in a way that demonstrates the value of professional treatments and advice to younger consumers who don't yet know the brand or have regular treatments.

"It will help to have access to all generations. Generation Z needs to have information online so we need to meet them there but also to encourage them to go into professional beauty spaces to get the treatment they require from devices, for example, which we are investing a lot into."

GDC currently has 11 devices and plans to add more this year, including a skin scanner to help diagnose skin conditions and a multi-technology device, which for now Pons Talens is keeping under her hat.

In another move to protect professional channels while expanding into online retail, Pons Talens says that pricing will be carefully considered. "When you want to be in different channels, you need to respect price," she says. "We don't want to upset spas and salons and we want to protect the brand and our core business, which is the professional area."

## *Global focus*

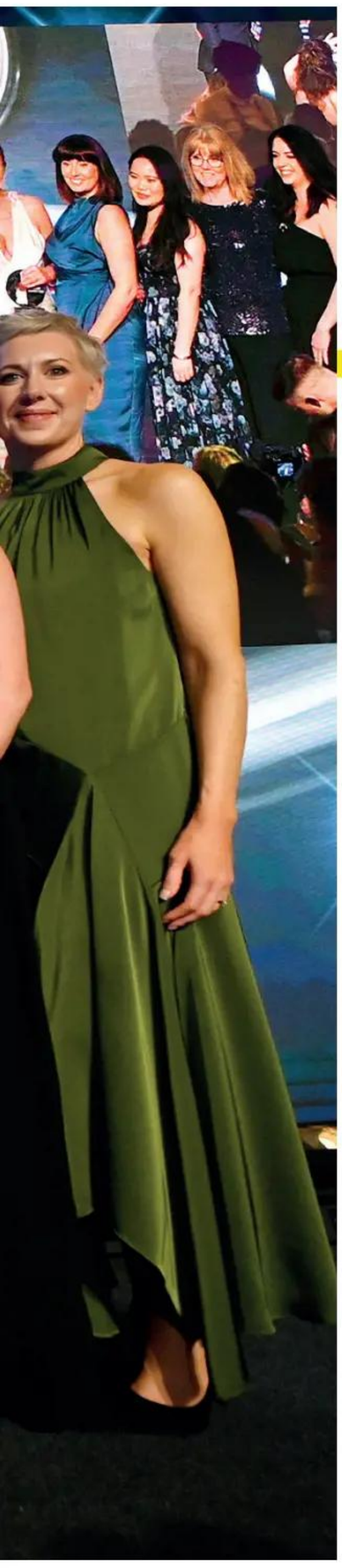
Pons Talens says that last year GDC closed on €44 million (£37.2m) and in five years, the plan is to "double revenues". While the two biggest users of the brand are Europe and Latin America, the focus ahead will be on the UK, USA and Asia. "Wherever we are, it is my main objective to make sure GDC has brand continuity and is the same everywhere," she adds. "We need to be five years ahead of other brands and understand the consumer. The key to celebrating another 60 years is to be practical and efficient with our launches and listen to what our buyers want. We listen a lot to our aestheticians but now we need to focus more on want the people experiencing our products need too.

"We need to work with the professional in how to improve their business, how to retail and manage teams so they have tools. We have a lot of responsibility to salons to educate on how they can grow their business by boosting value and experience for the client." **PB**

# HOW TO *stand out*

There's still time to enter the Professional Beauty Awards 2025: entries close on August 16. Following two rounds of judging, the awards will be presented on Sunday, March 2, 2025, at a gala dinner in central London.

With 10 categories, there is an award for every area of our diverse industry, from spas to salons, clinics, teams and individual practitioners. We caught up with six of our judges to find out what they will be looking for when reading the entries, and how to make sure yours scores highly.



# 10 tips to get your entry noticed

## 1 *Show passion*

"I'm looking for passion," says Smita Ahluwalia, expert aesthetic facialist and new PB judge. "I want to be able to see that person is so passionate about showcasing their love for the profession and what they do, and also that they actually really care about winning – that this award means something to them. We also have lives outside work; you may be a parent, a carer, a volunteer. I want to see the human side of that person as well."

## 2 *Don't be afraid to boast*

"Sometimes it's hard for us to big ourselves and our businesses up, but that's what judges really want to see," says Kelly Shaw, owner of K Spa in Hampshire, while Clare Porter, who runs Fountain Beauty in Surrey, adds, "Think about what makes you proud and what your clients comment on first. This is your chance to shout it from the rooftops! Share what makes your business shine and the elements that set you apart."

## 3 *Think substance over style*

"I think so many salon owners have this mental block, and think 'I'm not good enough, maybe I shouldn't enter' but I would adivise any salon owner or beauty professional to just do it," says current judge and former winner Michelle Stead, owner of Perfection Skin & Beauty Clinic in Wiltshire. "We're not judging you on how big your chandeliers are or how prestigious your client list is. We can see through all that bull. We just want to hear your personal story, because every story is different."

## 4 *Explain the full process*

"The detail matters," says Sara Shoemark, owner of Glow, with salons in Wales and the North West. "A beautiful salon and an exceptional treatment is great but don't forget to tell us about the whole experience: the consultation, the care, vital hygiene, the planning, the advice. And never forget the finance. However amazing you are, the numbers need to work."

Just entering the awards can be a valuable exercise in itself, as Porter explains: "It encourages you to reflect on the protocols and systems you have in place. Often, we don't take the opportunity to step back and look at our business from this perspective."

## 5 *Pick the right pics*

"Pictures make a big first impression so make them professional. They don't have to be professionally shot, but you need to look professional in them rather than a selfie pouting at the camera," says Shaw. "Yes, we want to see all the fun reels you make with your team, but you need a professional shot as well."

Ahluwalia adds, "If you submit before-and-after pictures, make sure they're genuine and taken in the same conditions."

Professionalism is just as important in the pictures of your salon or treatments, as Porter explains: "If the entry requires images of your treatment room, judges are keen to see the full workspace and setup, envisioning themselves in there as either a client or a therapist. We want to see that window into your business and get a sense of customer care."

## 6 *Shout about qualifications*

"We really need to see what you're qualified in and your CPD or, if you've got a team, how you keep them up to date," says Shaw. "It's such an important part of our industry and if you're keeping up to date, that really makes you stand out."

## 7 *Be creative and use the full word count*

"Don't write a one-sentence answer to a question that says you've got 200 words. Use that full word count to really show us your passion," says Shaw, while Stead adds, "One thing that gets badly marked by me is usually to do with the retail question because if someone just writes 'I don't do retail', I think, 'OK, so tell me what you do instead'. Do you educate your clients? If there is a question that's not directly relevant to what you're doing, use the word count to explain what you do instead and why."

Gemma Holt, owner of Lily's in Shropshire, adds, "Make sure to always use the additional information box at the end of your entry; so many people leave it blank. You can add extra photos of treatments, testimonials, charity work... be imaginative."

## 8 *Don't rely on AI*

"We can tell if you just copied and pasted from Chat GPT. We know by how it's formatted and the words it uses because every application then looks the same, and you want to make yours different to stand out. The only way you can do that is by using your own creative writing," says Stead.

## 9 *Use bullet points and be concise*

"Bullet points are fantastic as they catch the judge's eye, and when we read so many entries you need to make your achievements stand out," says Holt. "Copy and paste the question into a Word document and get down everything you want to say then check your word count. If you have too many words then reduce it by taking out sentences that are repetitive or using bullet points."

## 10 *Remember your website and social channels*

"When I read an entry, I will also look at the website and social media channels to see if they look professional and reflect the business," says Stead. "Make sure it's up to date and we're not seeing your Christmas offers!" **PB**

### *Professional Beauty Awards 2025 categories*

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- Large Salon of the Year
- Skin Clinic of the Year - *sponsored by Million Dollar Facial*
- Spa/Salon Team of the Year
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# WHY WE NEED TO FOCUS ON *longevity*

**Dr Hayley Elsmore**, owner of The Courtyard Aesthetic Clinic, on the rising interest in longevity and how salons and clinics can incorporate the principles

The hottest topic in aesthetics right now is longevity. This term has been around for a while but having turned 50 this year, I thought it was the perfect time in my life to embrace this concept and live better. What really got my attention was the incredible fact that science has now shown age can be truly reversed.

Longevity is the science and practice of optimising healthspan and lifespan. We are all living much longer than our bodies are designed to, with 83 years being the current average life expectancy of a woman in the UK. What worries me is that we can only predict 64 of those years to be of good health, and 19 years in poor health.

Ageing is the biggest risk factor of all the major disease we suffer, such as cancer, cardiovascular disease and dementia. Research has shown that we can now reverse the ageing process, but how do we do this, and how do we measure it?

There are 12 key cellular processes that cause the ageing process. These are referred to as the "hallmarks of ageing", and include chronic inflammation and stem cell exhaustion. Chronological age is a steady progression, with every 12 months making us a year older, but biological age is dictated by the health of our cells and can be an entirely different number. If we can reduce these ageing cellular processes, we can literally reduce our biological age.

It is extremely exciting that there are now finger-prick blood tests that can measure biological age.

The test I use is Glycanage, which measures glycans and carbohydrate polymers, which are on the surface of every single cell in our bodies. We can use these tests to see if the changes we make to our lifestyle and other positive interventions have made an impact on our biological age. These tests can be done at home or in clinic and the report provides information about biological age and areas of health to prioritise.

Scientists talk of "the spiral of longevity", which is essentially eight areas where we can influence our biological age. These are diet, supplements and medication, sleep, exercise, regenerative therapies in clinic and at home, social connection, and recovery.

## *Embracing regeneration*

Regenerative therapies have been embraced by aesthetic clinics since 2023. Polynucleotides, exosomes, PRP and red LED light therapy treatments are on the increase and we have seen fabulous results at The Courtyard Aesthetic Clinic with some of these.

Saunas and ice baths at home have also been shown to have regenerative and longevity benefits. People have busy lives and are looking for an easy fix, so making a small change such as adding a dietary supplement to boost your NAD+ levels is also popular.

I am determined to support and champion my clients to make positive longevity changes, helping them focus on healthier lifestyle habits and providing treatments that allow them to thrive and feel confident and well. We might all be getting older on paper, but look a little deeper and some of us are actually getting younger! **PB**

Dr Hayley Elsmore is the owner and medical director of Courtyard Aesthetics in Newport, Isle of Wight, which won Skin Clinic of the Year at the Professional Beauty Awards 2024.

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# *Streamlined and* SUSTAINABLE

## Salon and spa software is evolving to meet the needs of modern businesses. We take a look at some of the industry's biggest software brands' AI and sustainability features

Salon and spa management software has come a long way from its early days – initially designed to streamline appointment scheduling and maintain customer records, modern software now offers a full suite of sophisticated features. These range from online booking to customer relationship management (CRM), point-of-sale (POS) systems and advanced stock management capabilities.

Recent developments in artificial intelligence (AI) are enabling salon owners, spa managers and self-employed beauty therapists to manage their businesses more efficiently than ever before, while software's paperless and cloud-based capabilities mean that businesses can hit their sustainability targets with ease.

### Spotlight: Timely

Booking software helps put you in control of the client experience, and Timely's customisable calendar lets you manage your beauty business from anywhere, while clients can book appointments online at any time.

Customisable features mean salon and spa owners stay in control of their brand. TimelyPay terminals enable fast and secure in-salon payments and sync directly with Timely so users are always up to date. With TimelyPay, you can protect revenue by taking deposits and cancellation fees online.

**Other features include:**

Client retention: Use automated messages for appointment reminders, aftercare tips and rebooking prompts. Timely's loyalty schemes and VIP promotions help clients feel appreciated in order to boost loyalty.

Digital consultations: Save time and offer a smoother client experience with customisable digital forms that clients can fill out online.

Transparent pricing: With no hidden fees, salons have predictable monthly costs without new client fees or terminal rental fees.

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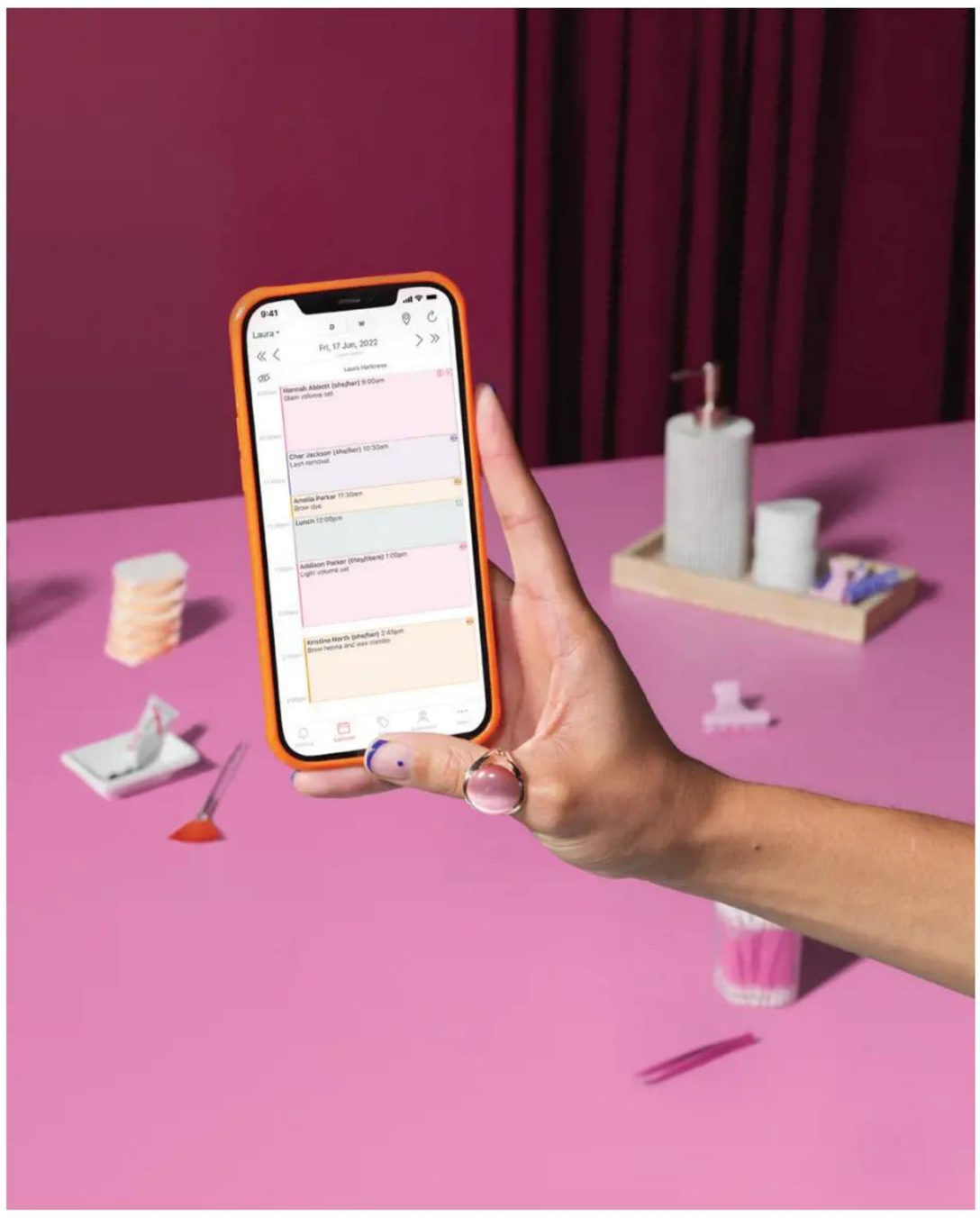

## Spotlight: Zenoti

Zenoti is a cloud-based software solution for the beauty, wellness and fitness industries, used by over 30,000 businesses in 50 countries. With its AI-first all-in-one platform, Zenoti helps to deliver business growth.

The brand has recently announced the launch of a suite of AI-powered features, including an AI-powered phone system, and "Zeenie", an AI assistant focused on navigation, marketing, and analytics.

The AI-powered phone system helps salons, spas, med-spas and gyms provide a superior customer experience with new features like real-time guest information, automatic call transcription and analysis, as well as missed-call handling, and the myZen mobile app.

The AI assistant, Zeenie, provides intuitive help and navigation thereby enhancing Zenoti's ease of use. Zeenie also has advanced AI marketing tools that deliver personalised campaigns to boost customer engagement and retention. AI-powered analytics also provide deep business insights that help salon and spa owners make data-driven decisions for growth and success.

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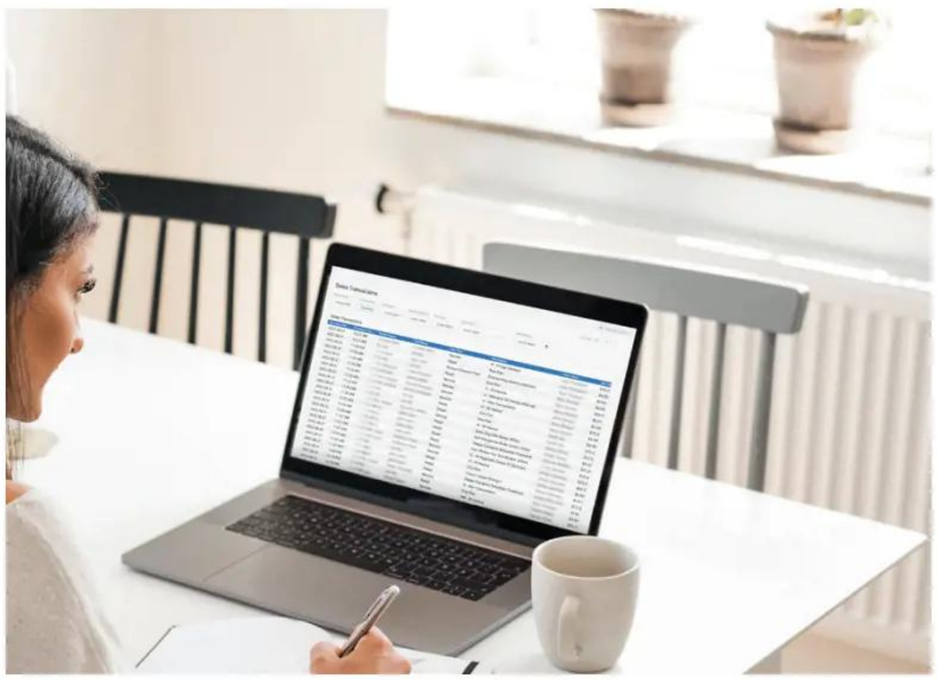
## *Phorest*

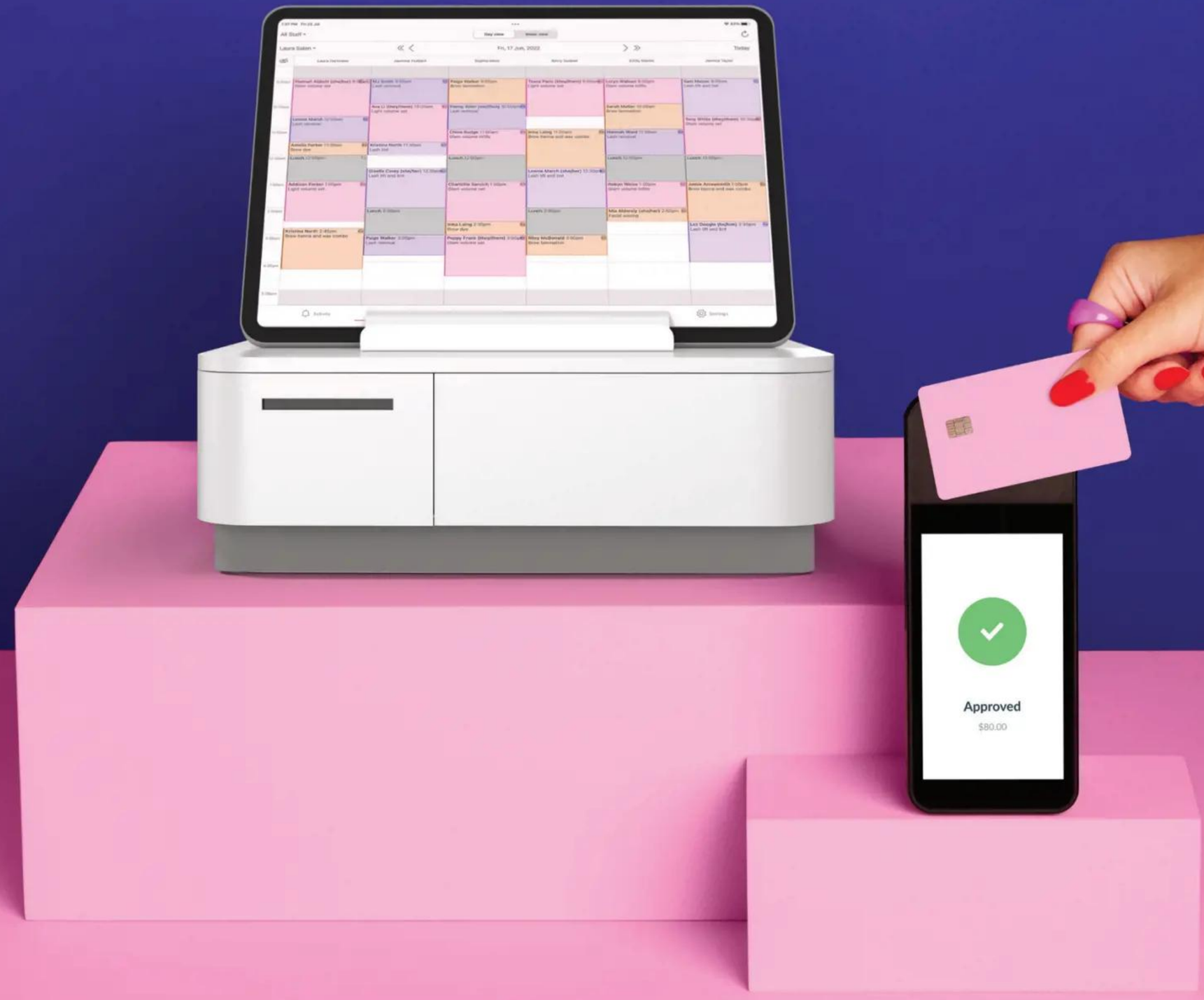
Phorest software uses AI to take stock and inventory reports. Through the use of AI, the software can feed your reports into a generative AI chatbot, identify products that are selling well vs those selling less well, identify potential reasons why certain products are performing as they are and brainstorm ways of increasing sales, moving stock or changing prices.



## *Fresha*

Fresha offers a number of sustainability features, including product inventory to help salons manage their stock and avoid waste or unnecessary shipping, and automated marketing to help target client groups with filtering tools – helping users reach their top spenders, most loyal, lapsed clients and more, without the need for physical letters or leaflets.

# Run your salon like a pro

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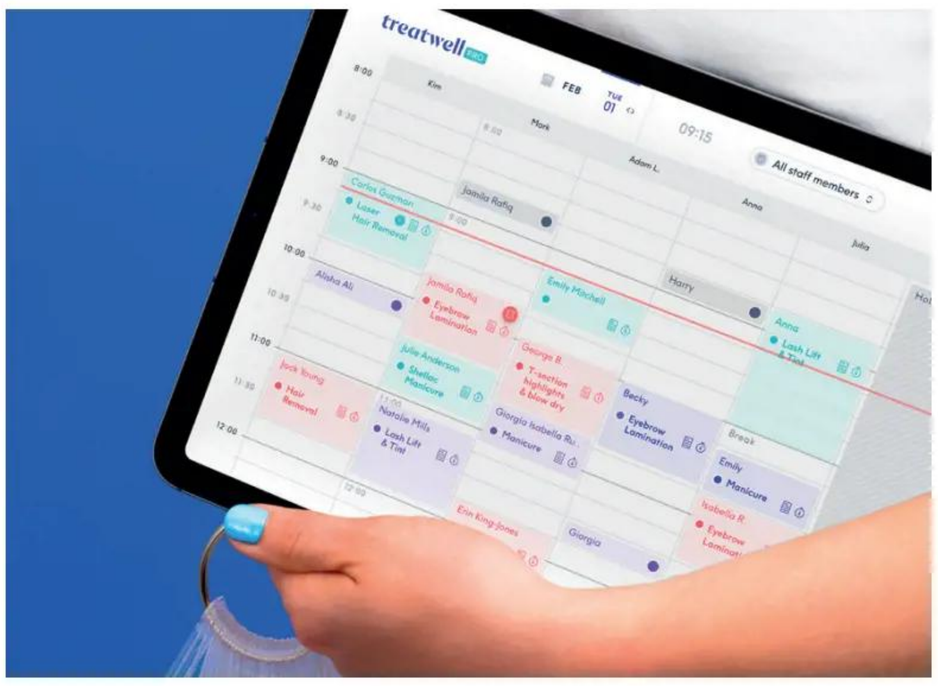
KEEP YOUR CLIENTS COMING BACK

## *Treatwell*

Treatwell's features include a digital calendar, meaning that users can say goodbye to pen and paper. Meanwhile, its marketing, promotions and communications functions help salon owners to connect with clients more easily. Treatwell Pro also offers stock management software so businesses know exactly which products they are using and how much, minimising waste.




## *Vagaro*

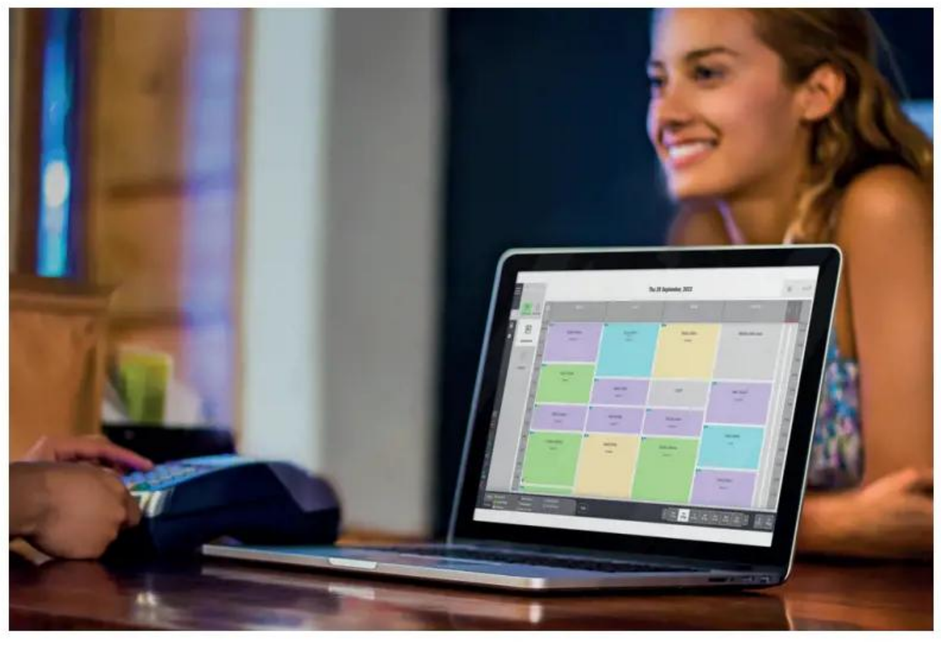
Vagaro enhances sustainability in the beauty industry by reducing reliance on paper-based systems. Its automated inventory features also help businesses cut down on lost, damaged, or expired beauty products. Additionally, Vagaro's AI capabilities help to craft polished communications for enticing service and policy descriptions, revenue-generating marketing campaigns and more.

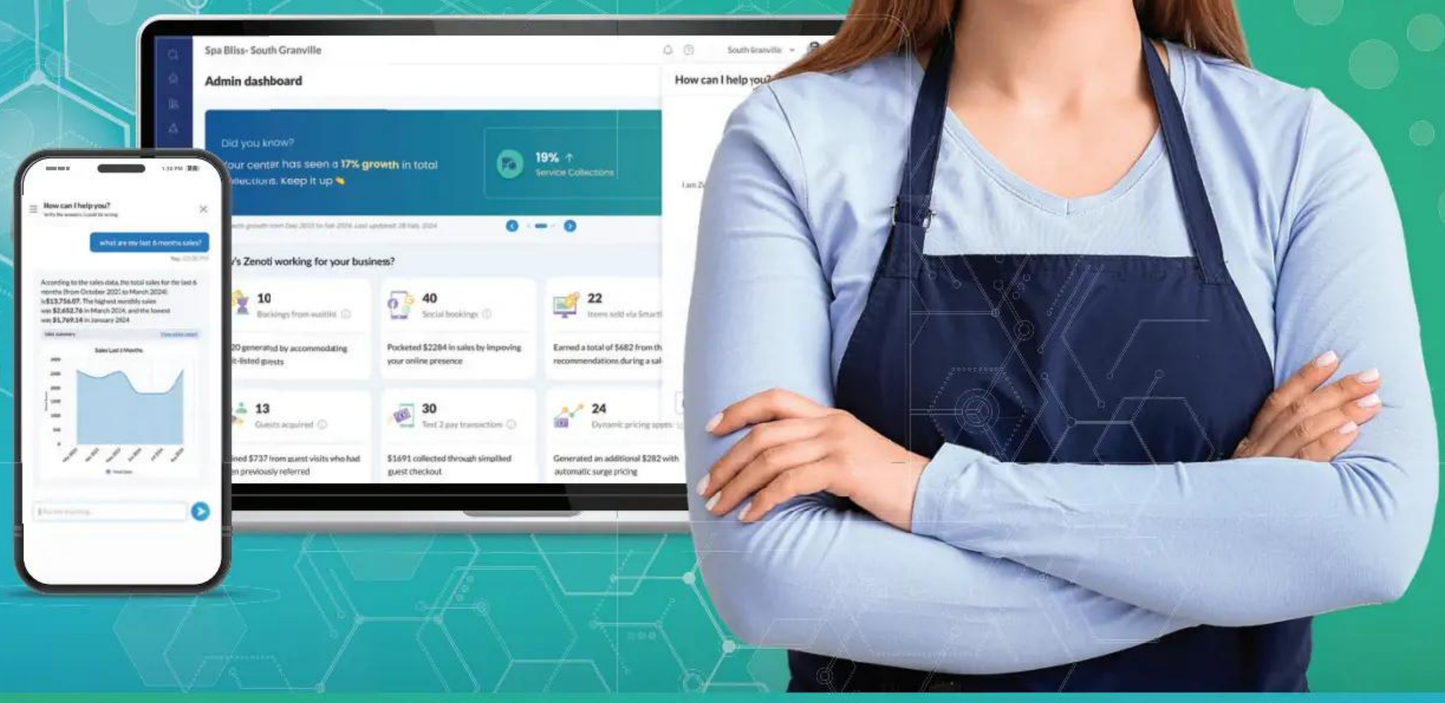
## *Trybe*

Trybe is powered by Amazon Web Services, a sustainable cloud provider that's aiming to be powered by renewable energy by 2025. Receipts can be emailed directly to guests, intake forms can be completed online, itineraries can be shared ahead of arrival via a secure link and sent digitally, and stocktakes can be completed online instead of through a physical sheet.

## *Salon Manager*

Salon Manager's Appointment Management system includes features such as AI booking optimisation and real-time updates. Salon Manager also provides its salon users with Advanced Marketing features, whereby instead of using traditional marketing methods such as flyers, the salons can deliver immediate marketing messages through email newsletters and text messages.



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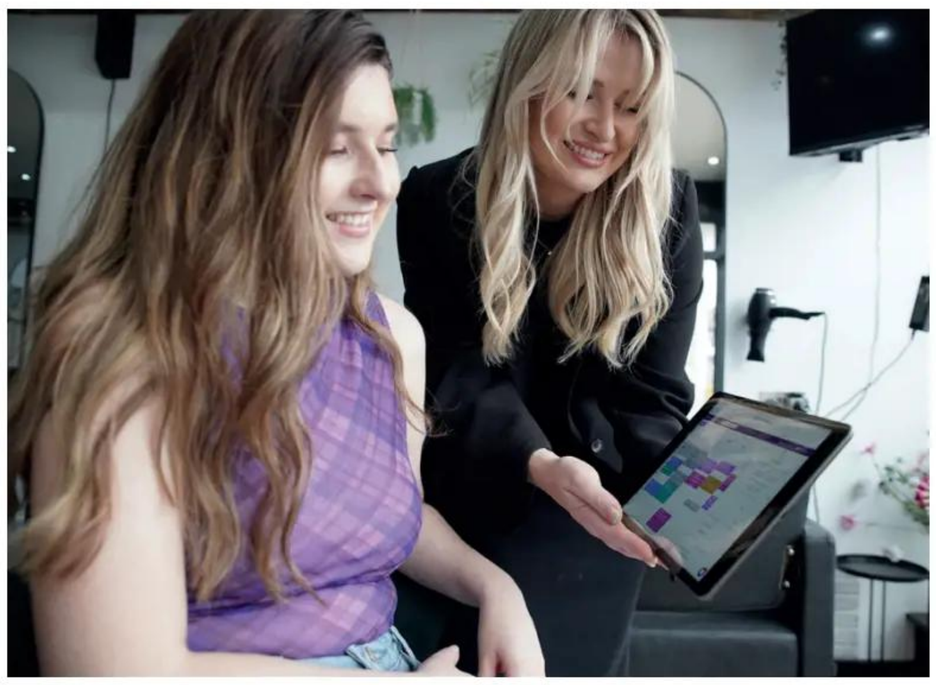
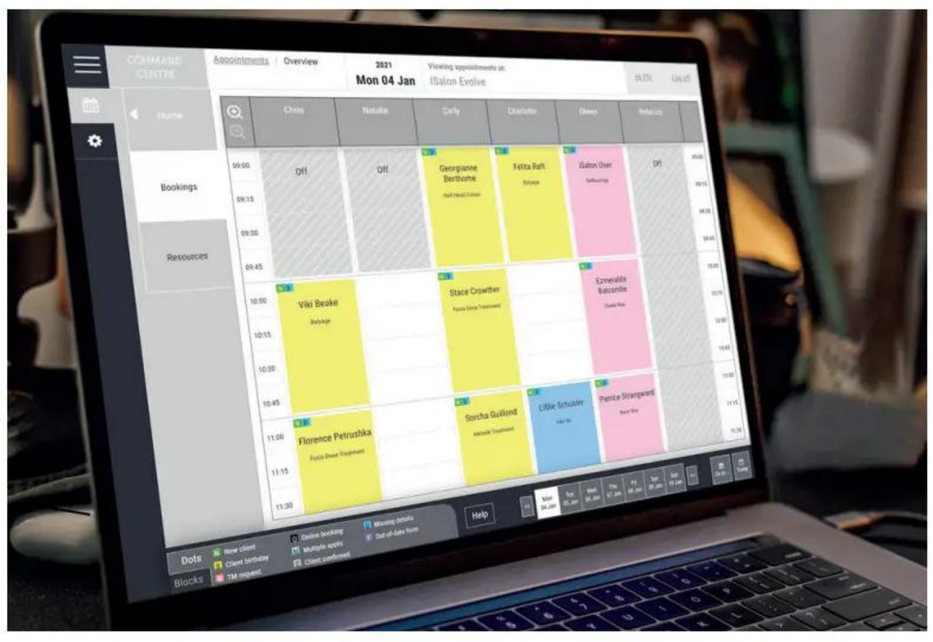
## *Slick*

With Slick, everything can be accessed from an iPad or phone. The software also has an advanced booking system. Human receptionists know to book people in and avoid annoying gaps, but many online systems struggle with this. Slick has built a system that only shows appointments that fit back-to-back within a salon or spa's diary.



## *iSalon*

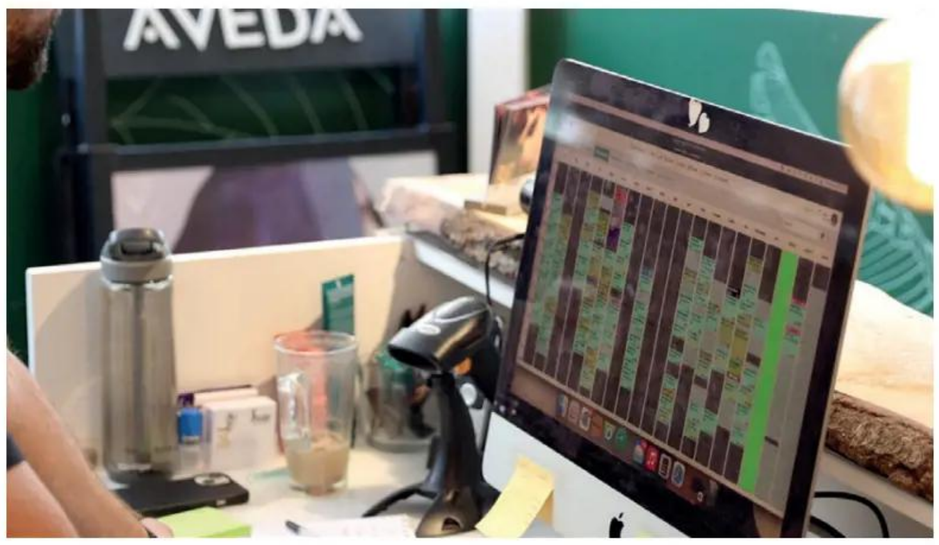
AI data analysis helps to identify which treatments are bringing profit to a salon and which aren't, as well as identifying loyal and lapsed clients. The iSalon stock control feature allows users to improve their cash-flow by managing and minimising stock wastage, identifying bestselling products and treatments automatically generating purchase orders based on sales.




## *Shortcuts*

Shortcuts provides e-gift cards and loyalty programmes that not only help reduce the use of physical materials and costs, but also promote an eco-friendly approach to customer rewards and transactions. The software also has the capability to customise digital record cards, providing a paperless solution that helps salons to boost efficiency.

## *Salon IQ*




SalonIQ's intelligent booking system helps salon owners to optimise their appointments in order to maximise their team utilisation. Meanwhile, the software's stock-management features and integrations can help to minimise waste by tracking product usage and forecasting demand. Plus, digitalised client record cards and reports help salons to reduce their carbon footprint.

## *Pocket PA*

Pocket PA promotes sustainability with its digital booking system and cloud-based receipt storage. This tool systemises income and expense tracking and includes a handy tax estimator to keep beauty businesses on track with HMRC. For mobile business owners, it gives directions to appointments and helps reclaim business mileage expenses.

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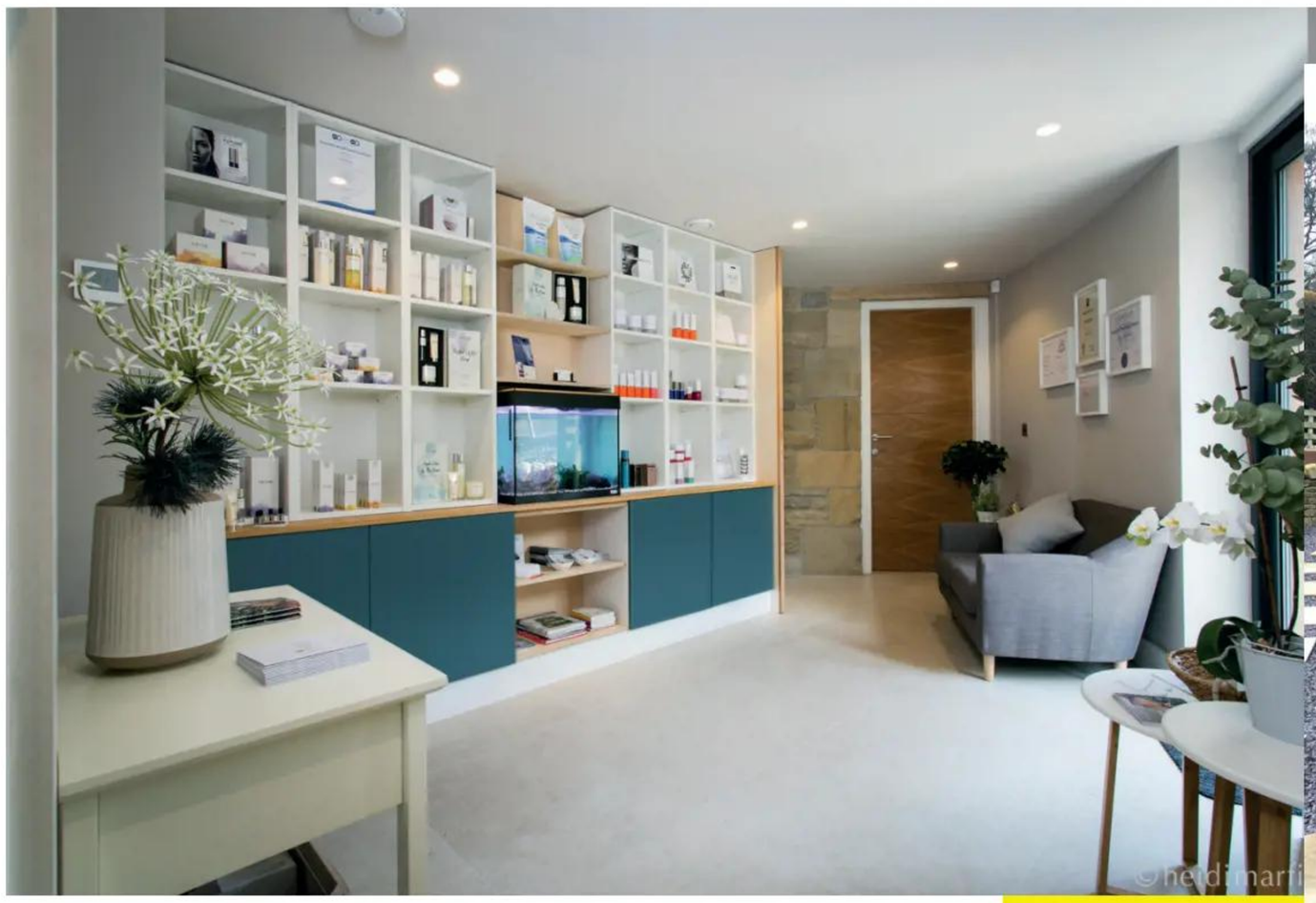

# SUSTAINABLE *studio*

**Yvette Greenway's salon Feel Good Therapy has won IIAA Green Salon of the Year for two years in a row. She tells Eve Oxberry how she minimises her environmental impact and her tips for making salons more sustainable**

## *How did you start your business and was it sustainable from the get-go?*

"I've been in the industry since I was 16, so just over 30 years now. I set up on my own from my house when I was 24 and was there for 10 years. Then, sadly, my dad died and I inherited a portion of land, so my husband and I had an opportunity to build a house. We'd just had our first child so decided to build a workspace too so I could work around the children. My husband is a lighting designer but has a background in structural design so he designed the house himself with the studio behind. Obviously, you are encouraged to make all new builds environmentally friendly now and It's something I've always been passionate about. I'll have been in my studio for eight years this September."

## *Which structural aspects are eco friendly?*

"We have a highly insulated building with triple-glazed windows giving a B energy rating, meaning less draughts, and the building retains heat in winter and stays cooler in summer. We also have a sedum blanket living roof, which encourages biodiversity, and a cedar clad exterior. Both reduce noise on the inside.

"An air source heat pump provides heating and hot water. There's no gas supply in the village (East Marton in North Yorkshire) so most properties here are on oil or LPG heating. We also have wet underfloor heating with a thick concrete screed and tiles, while solar thermal panels boost the hot water cylinder so less input is needed from the heat pump.

"In addition, we have solar PV panels (2.5kw) which provide electricity during daylight hours. We're looking at expanding this system and adding batteries for energy storage. We also have water collection butts for rainwater recycling which we use for garden irrigation."

## *What about operational eco initiatives?*

"I recycle absolutely everything. Most product packaging I recycle through my supplier, IIAA. I even recycle any bags and plastic wrap through my local supermarkets. I don't put anything in the bin other than tissues and cotton wool. I use Ecover or plant-based spray to clean as much as possible and minimise how much cotton wool we use. We use mitts for most things.

"I try to reduce delivery impact so I order in bulk as much as possible then reuse the packaging to send products out to clients. I use the smaller boxes to send things in, then the larger boxes I shred and use as bulking.

"We're completely digital now as well; we use Fresha software so we don't ever make paper record cards or print receipts. We used to send out birthday cards but that's all digital now too.

"If a client has a coffee, we use the ground beans on the lavender outside the studios. We have quite a lot of plants, which are always covered in bees.

"We don't use any plastic carrier bags, only paper, and we have actually made cloth bags to give to clients too."

## *How did you choose which brands to work with?*

"I found there was a really big shift in what clients want – from spa skincare to more medical so I moved to Environ and came to IIAA through that route but didn't realise they had such a focus on the environment initially. So, I didn't choose IIAA just for environmental reasons but when I found out about the passion that the MD, David Alpert has, it just all ticked all the boxes. Through IIAA, we are actually paid to send the Environ packaging back to them to recycle, £1 per container, then they sell it on to a company that recycles it into things that are not single-use items, so things like plastic decking and composite.

"I also work with Neal's Yard which comes in glass bottles and you buy reusable pumps separately."

## *How do you involve clients in your environmental initiatives?*

"I encourage them to bring their own towels to cut down on laundry. I discount their treatment by £2.50 per towel and get them to bring two big beach towels so they lie on one with the other on top. Then I have a warm throw, which doesn't necessarily need washing between every client.

"We made cloth bags to give to all our regular clients, which we encourage them to put the towels in and to bring back to us. Some leave the towels in the bag in the car and just wash them every now and again – so they're not having to wash them every time like we would if using them on different clients in the salon.

"We also encourage them to bring back their empty Environ containers so that we can recycle them via the IIAA recycling scheme. We give clients 5% discount off the retail price as a thank you for recycling with us. IIAA pays us £1 per container for sending them back and we donate this recycling money to a local charity.

"Not all local councils recycle all beauty packaging, particularly things like plastic pumps, so although you can put things in recycling, unless you use a specialist service, some of it may well end up in landfill."

## *What's your advice to salon owners who want to be sustainable but can't start from scratch in a new building like you did?*

"I only have a very small setup and I know it's not always as easy to be environmentally friendly when you are a larger salon. If you can invest any money or get a grant from the local council to get some solar panels put in, that's a great start. Then, just all those small steps like reusing absolutely everything, even your coffee beans, using mitts as much as possible and minimising on the impact of everything.

"Go to your suppliers and tell them to stop sending you packaging that's not recyclable and to stop sample sizes and gift-with-purchase items like beach bags that the client will just throw away. One of the things I like about Environ is that they don't sell travel-sized products. I encourage my clients to buy reusable travel-sized bottles and decant their cleanser and toner.

"It's about trying to educate clients to do small things. I'd love more salons to get clients to bring their own towel." **PB**

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# *Keep your* COOL

From a personalised approach to classic shades, to the latest evolution of the chrome trend, **Kezia Parkins** reveals the experts' predictions for hot nail trends in the cooler autumn/winter season

Predicting the trends for autumn winter is always more challenging than in the summer months, perhaps because the anticipation of summer brings such excitement and therefore an explosion of creativity, whereas in autumn things become more pared back. It could also be that here in the UK, summer is coming later and later, if at all sometimes – delaying the layering and the muted tones and simplistic nail art into later on in the year.

What helps determine the looks set to be big in the cooler months is the catwalks of the Autumn/Winter 2024 Fashion Week shows that occur in February and give a lot of direction as to the trends and tones that will trickle down to the consumer.

Nails extended with press-ons were seen all over the AW24 runways and the usual suspects in terms of shade and shape return with but in a more evolved way – from a personalised twist on the classic red to yet another reincarnaiton of the chrome trends.

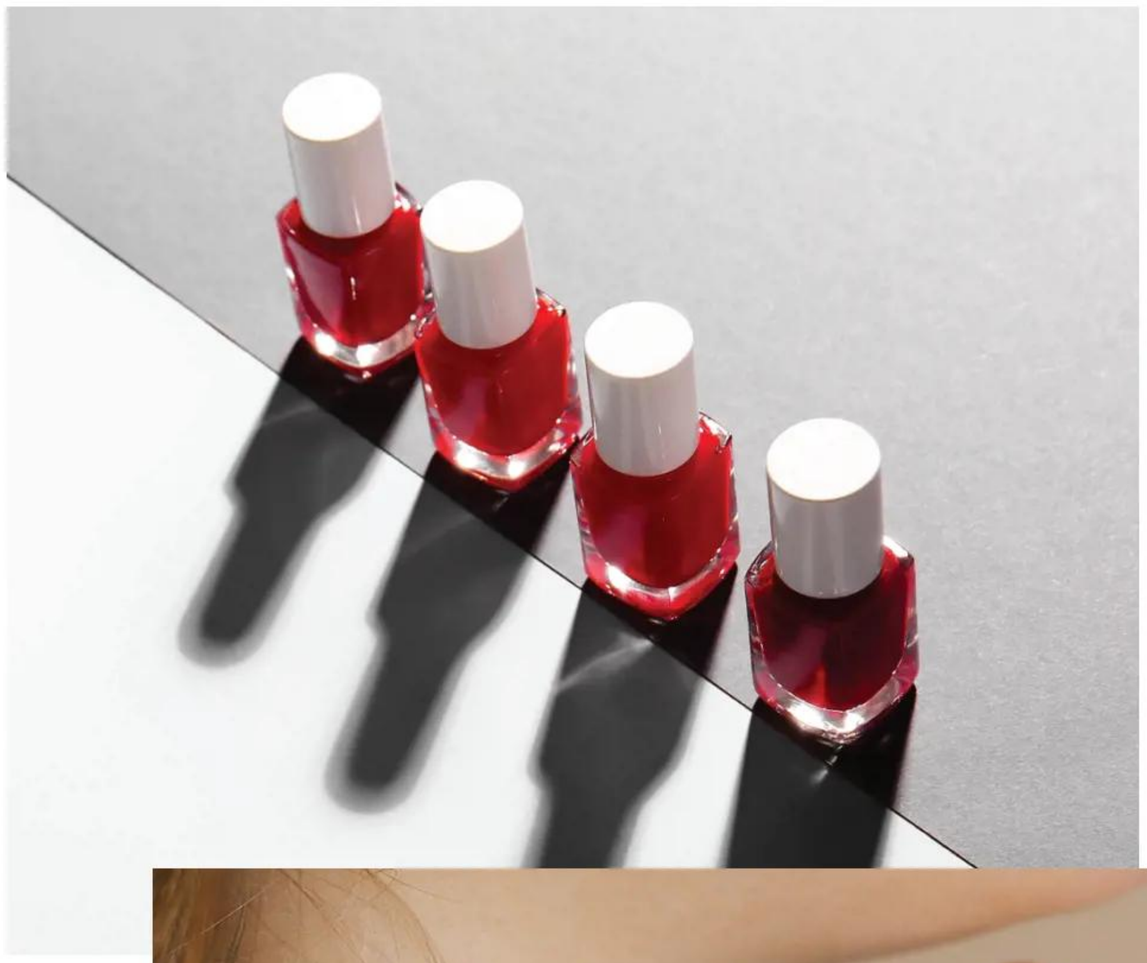
## *Personalised reds*

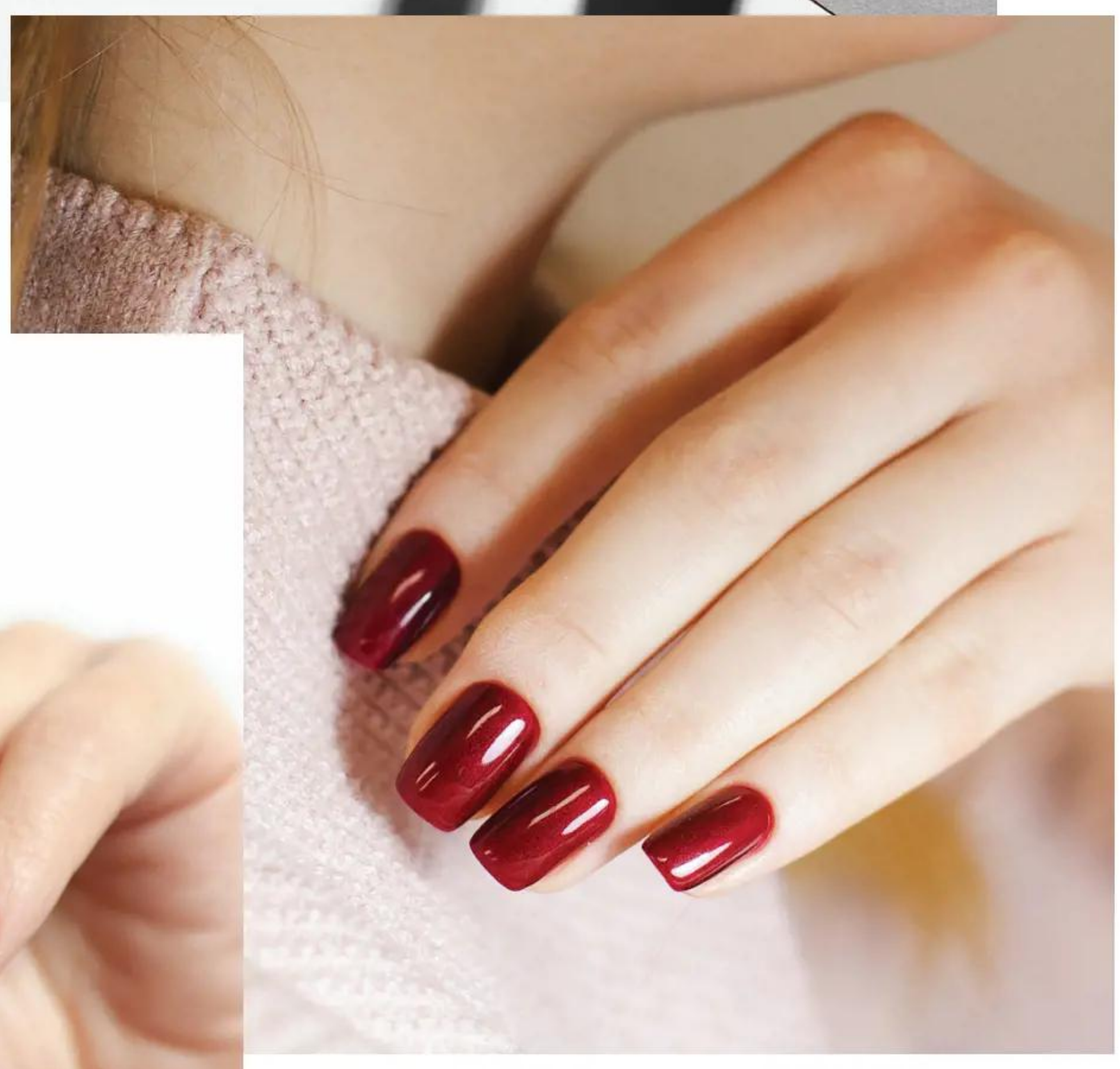
Last year at around this time we were seeing the rise of the "mob wife aesthetic", which came into its own by spring/ summer. This meant classic French tips and classic reds in square shapes.

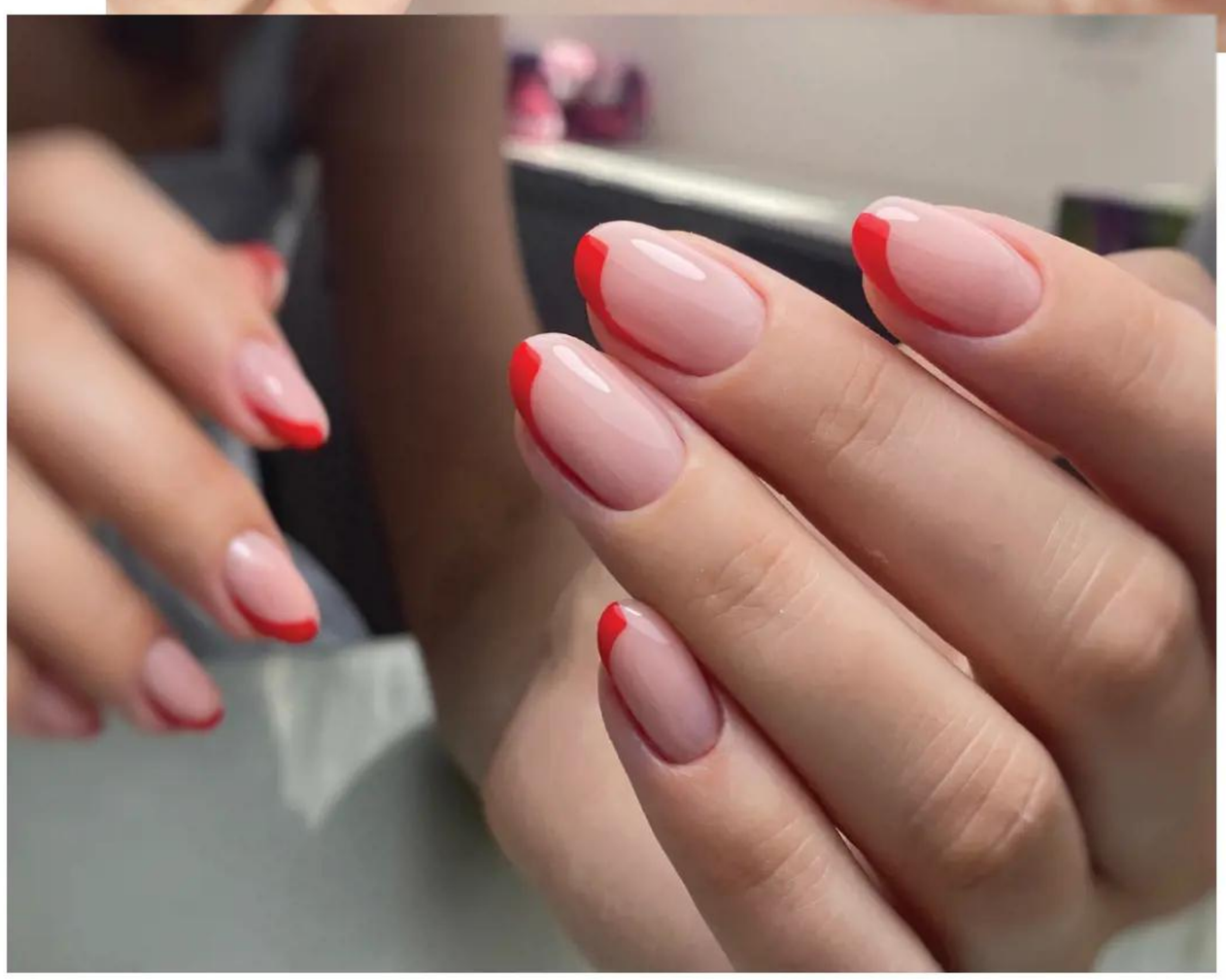
With the rise of colour theory and colour analysis in fashion and makeup, we are now seeing this traverse into the nail space with people making more personalised choices.

"It's got a very old-fashioned, slow fashion sophisticated vibe," says Ellie Bebbington, trend forecasting enthusiast and owner of alt salon Doll Parts in Manchester.

"It's more like 'I don't want to do this trend. I want to have the thing that suits me best.' It's gone really individual again. And I don't mean individual as in loud. I mean individual like people thinking about what quietly suits them in the way our mums might have done."







## *The anti-trend trend*

Translating that back to the salon, Bebbington says that while Doll Parts is known as a sanctuary for the experimental and extreme nail art lovers, lately they are seeing lots of people return for the same look – which is unusual for them.

"We're still getting a lot of level three and four treatments – the crazy nails – but our regulars are increasingly getting plain colors, or the same colour French, or dancing around their own colour palette and what they normally have.

"They are just going a little bit classier. It's going back to an old-school fashion thought process of 'what looks better?', rather than 'what do I like the most?'"

This means that instead of jumping on a trend like red for winter, it will be finding your own perfect shade of red, like we are used to doing in makeup with a red lip.

## *Matrix moment*

Last year was proclaimed a Barbie summer and in 2024 it was declared "brat girl" summer. Instead of the world being painted pink, we are seeing it set ablaze with acid lime green thanks to Charlie XCX's album sensation, Brat.

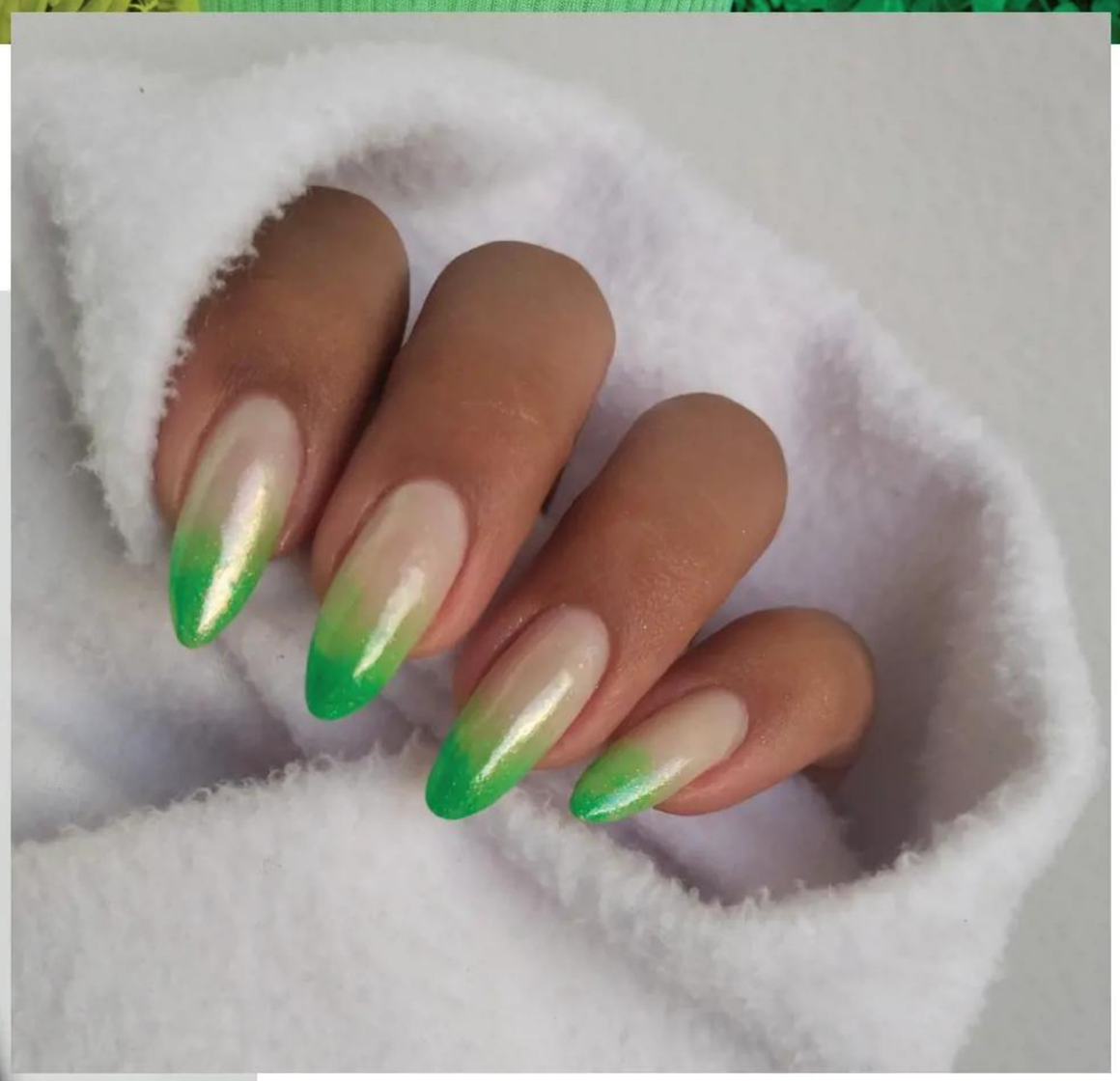
"It's the more 'Matrixy' end of the Y2K fashion era and personally I'm so glad the Barbie aesthetic is over," says Bebbington.

Nathan Taylor, founder of Buff Bar in Bristol and a nail tech famed for his creativity, adds, "The LGBTQ+ community are already hot on the lime green nails trend and I've been asked a few times since Brat being released to colour match for nails. Queer and trans people are usually at the forefront of trends and I can see this one trickling down to the mainstream."

While acid green is not for everyone, this subcultural shade will likely drip down into the general zeitgeist by autumn/winter by way of a "clean girl" skinny French or mixed with black for edgy geometric manicures.

"I think in general we are going to go a bit more geometric," says Bebbington. "I can see shapes going in the rounded square paired with geometric nail art in this acid lime – that would be really cool."

Lapointe's Fall 2024 collection was enhanced with nails featuring a geometric lines on a unicorn chrome backdrop – another nod towards Y2K. cyber girl aesthetics.

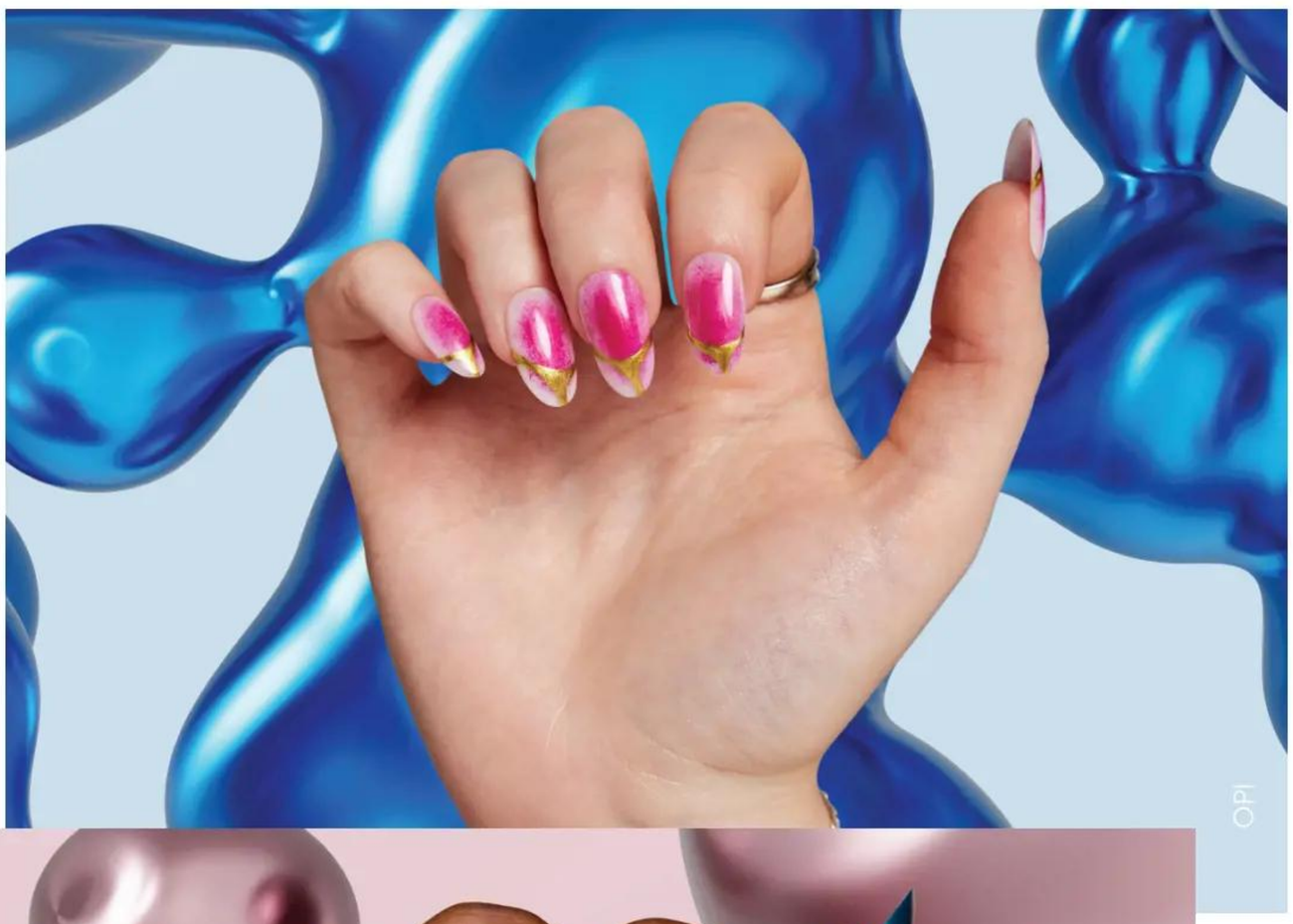


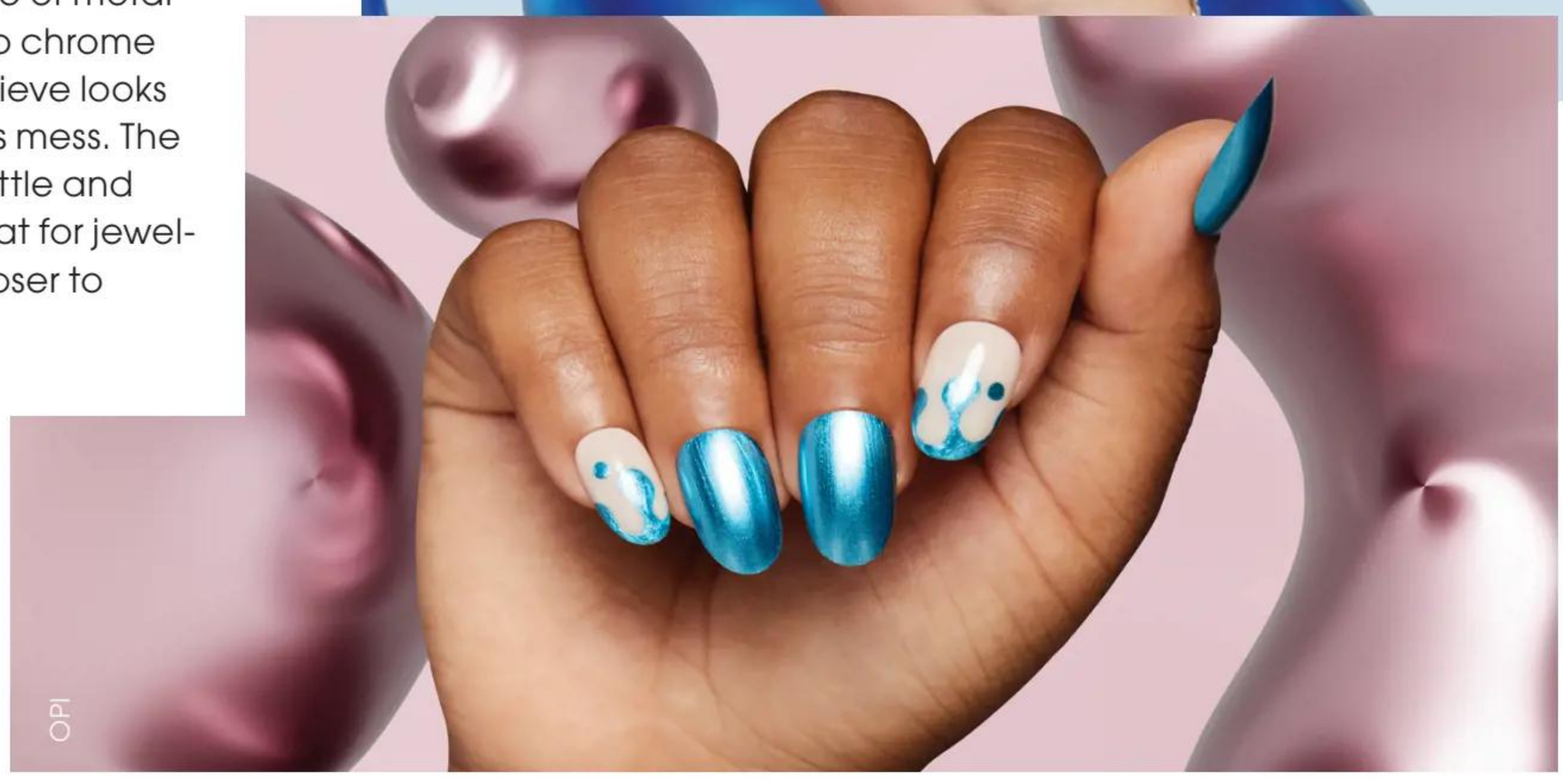
## *Cyber jewel tones*

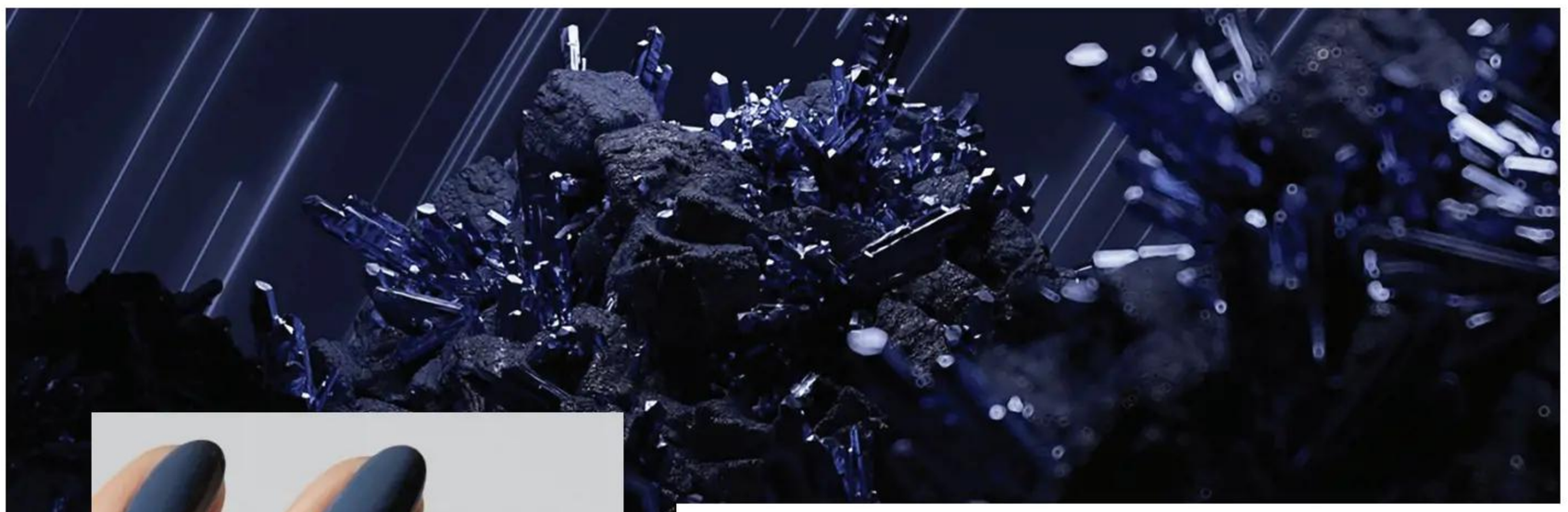
Chrome nail art has been a top trend for over five years now – just when we think chromes are out, they find their way back in. While we saw a lot of silver and gold metallic nails on the catwalks for AW24, these are not the only shiny shades you should expect your clients to be craving.

"I think the chrome trend is going to go jewel toned – like stained glass window colours," says Bebbington.

We can see this reflected in the autumn/winter collections of some of the biggest nail brands like OPI's Metallic Mega Mix collection, the brand's most extensive line of metal shades yet, which will help chrome powder-hating techs achieve looks more quickly and with less mess. The shades Y2Slay, Lip Pink Battle and Cosmo Money will be great for jewel-toned manis as we get closer to Christmas party season.



## *Muted crèmes*

Muted crèmes are another feature of brands' AW nail collections. For spring/summer, boyish colours became big.

"I think navy and also forest green will be big for autumn/winter," says Bebbington. "But perhaps the difference this year will be this creamy element that will make manicures look softer and chicer." Artistic Nail Design's Seductive Sage is the perfect example of this.

The colour of the year is predicted to do a 360 next year, with trend forecaster WGSN predicting that the warm, subtle Peach Fuzz that was Pantone Colour of the Year 2024 will do a 360, making way for Future Dusk (pictured above); a murky, moody blueish purple with a creamy element, so this might be just the shade for clients that want to be ahead of the curve.

What's The Hangup from Gelish's AW collection could be a great dupe for the forecasted shade of 2025. "For more experimental clients, Future Dusk with the contrast of lime green will really pop," says Taylor. Turn the page for our pick of the professional brands' colour collections. **PB**

# FALLING FOR AUTUMN

Nail collections for this autumn/winter season take inspiration from technology and nature with earthy crèmes and futuristic metallics

1

## *Gelish and Morgan Taylor*

AW collection In Frame takes inspiration from the freedom of self-expression. Blue hues include I Was Framed, a cerulean crème, and What's The Hang Up?, a muted blue. Neutrals include warm chestnut Fifteen Minutes Of Frame and deep evergreen Just Hanging Around. Those looking to keep things soft and subtle should pick You Have My Art, a pale lilac, and Artwork In Progress, a medium brown.

**Trade: £16.99 per Gelish gel-polish; £5.50 per Morgan Taylor lacquer; £16.99 per Gelish Dip n Brush**
**gelishmorgantaylor.co.uk**

2

## *Pure Nails*

Pure Nails's Natural World Collection is inspired by nature. Sand and Bare are nudes designed to suit a spectrum of skin tones and take inspiration from the earth's sandy shores. Moss and Mineral are deep greens reminiscent of the peaks and undergrowth of the forest while Glacier is a blueish purple créme similar to WGSN's colour of the year 2025 prediction Future Dusk, and Clay is an reddish orange inspired by layers of the earth.

**Trade: £6.35 each**
**01634 671122**
**purenails.co.uk**

3

## *OPI*

For autumn, OPI has launched its largest collection of metallics to date, with 21 in total. The Metallic Mega Mix collection has been inspired by Y2K trends and early 2000s pop culture mixed with intergalactic aesthetics. From millennium blues Y2Slay and Millenniyum to nostalgic reds Cyber Cherry on Top, CD Rom-antica and Deja Rouge, Metallic Mega Mix offers both warm and cool shades to suit all skin tones. Highlights include soft, reflective tones You've Got Nail, Lip Pink Battle, and Intergalactips, and glowing metal shades Saturn Me On and 2000 Karats.

**Trade: £7.50 per lacquer**
**020 39015 892**
**opi.com**

## 4 *Artistic Nail Design*

Artistic Nail Design's Twilight Temptation collection is rich with sumptuous and sultry shades to warm up your clients as summer winds down. Inspired by the passion and depth of colour for the transitional seasons, shades include Forbidden Fuchsia, a bright pink pearl; Hidden Love, a merlot crème; nude crème Meet Me At Dune; Bliss In The Abyss, a periwinkle crème; seductive sage green Shimmer and My Mauvy Muse, a creamy pale purple.

**Trade: £59.70 for gloss; £23.70 for Revolution**
**0333 000 7000**
**sweetsquared.com**

## 5

## *CND*

The Dynamic Duality collection includes six shades and vibrant finishes to represent a fusion of tradition and technology. Drawing from the timeless beauty of earthy elements and the futuristic vibes of AI, the collection comprises Apribot, an apricot with a pearl finish; Purplexity, a deep purple with gold pearl finish; Teal-Tricity, teal with an electric glitter finish; Plantbound, an earthy sage; Mauve-Morphosis, a clay-inspired mauve; and Take Root, botany-inspired burgundy.

**Trade: £89.70 for Shellac collection, £29.70 for Vinylux**
**0333 000 7000**
**sweetsquared.com**

## 6 *Mavala*

The new Terra-Topia collection from Mavala is inspired by the landscapes of some of the most beautiful cities of the world. Luxor is a delicate pink, Perugia is a bold khaki like the olive trees of Tuscany, Tbilisi is an elegant greige, Santorini is an eggshell white to match the town's famous houses, Sedona is a warm pink reminiscent of the rocky landscapes of Arizona, and Fez is a beige lightly tinged with brown like the labyrinthine alleys in Morocco.

**Trade: £3.56 each**
**mavala.com**

## 7

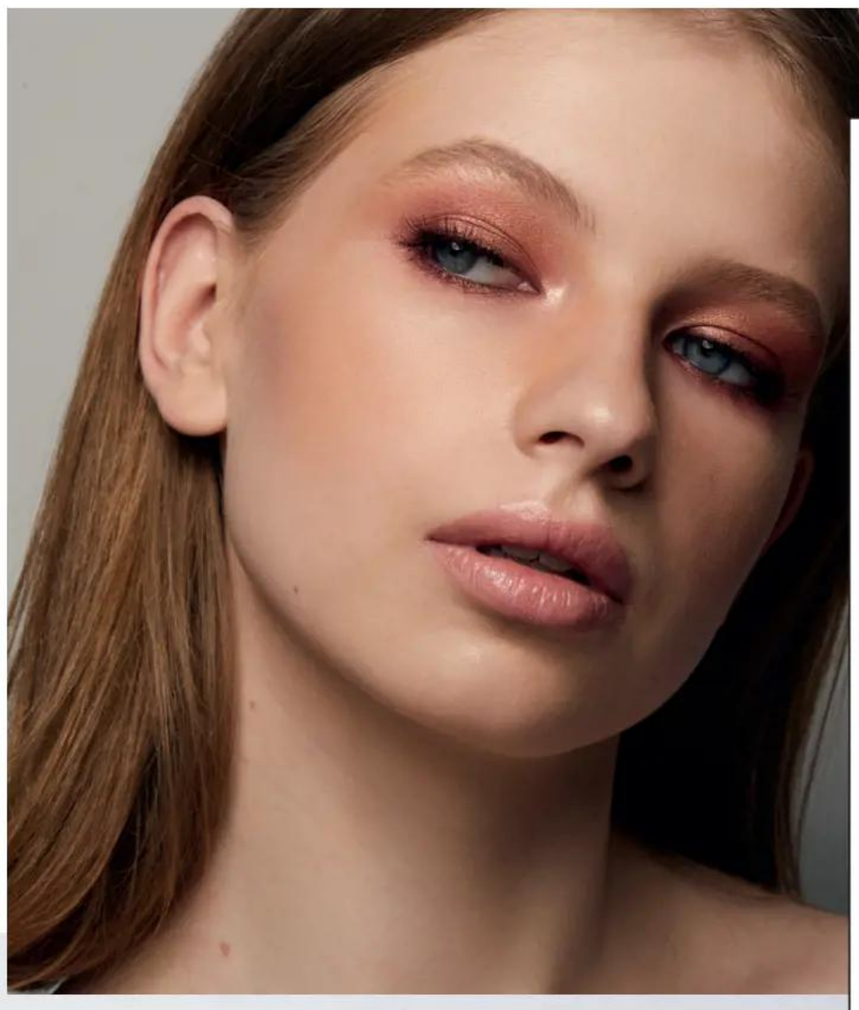
## *Mylee*

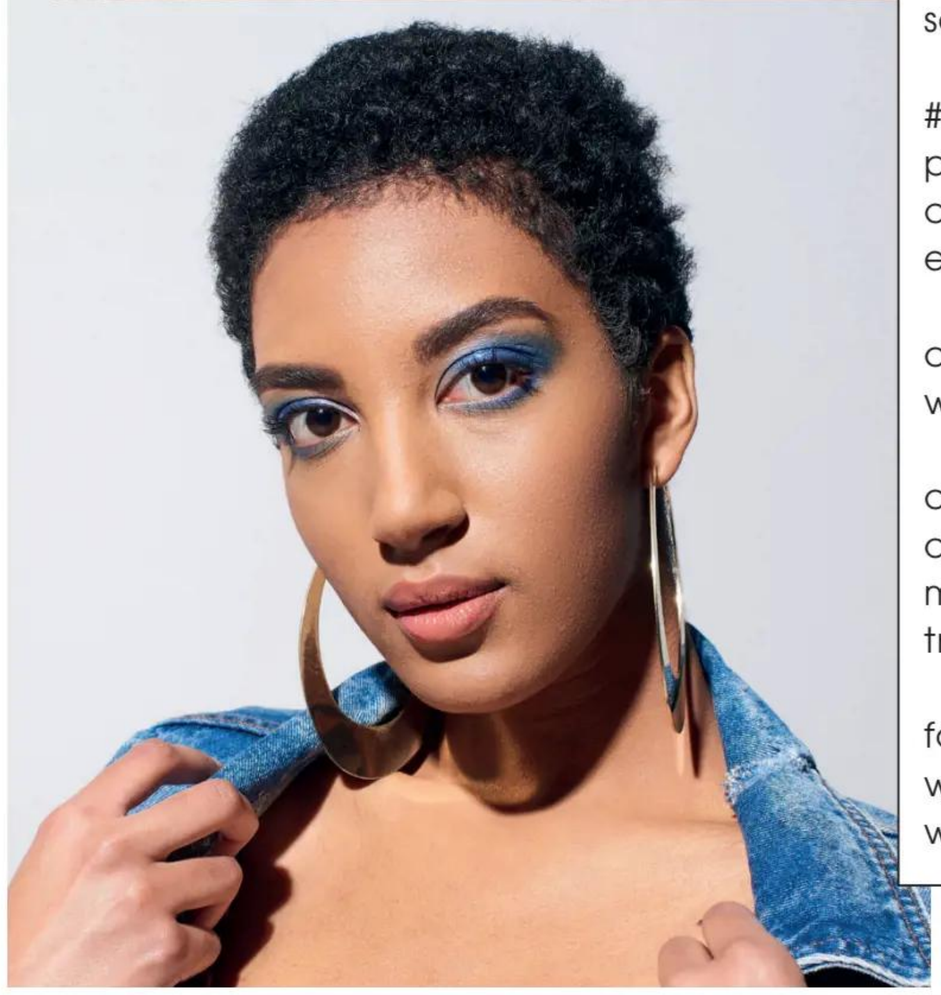
Mylee's A/W collection is Corpcore, created to reflect office sophistication. Karen is a deep classic red, Chocolate Digestive a rich brown, Circle an airy grey, and Paperclip adds a metallic edge. Suited & Booted is purple with iridescent green, Watercooler Gossip a chrome emerald, Matcha Latte a pastel green, Office Fling a sparkling pink, and Rise & Grind an iridescent rose.

**RRP: £8.99 each**
**mylee.co.uk**

# BACK TO *the future*

This autumn/winter, makeup trends draw inspiration from the past and embrace the rich colours of the season. **Erin Leybourne** finds out what your clients will clamour for in the colder months





## *Eyes go bold*

Professional makeup artist Sarah-Jane Froom predicts that "bold eyes will be making a massive comeback this autumn/winter with vibrant colours and exaggerated lashes". The use of fun colour and bold, graphic liner could be seen all over the Milan Autumn/Winter Fashion Week, with brands like Armani, Moschino and Diesel all using bright eye looks on their models.

Ann Marie Harper aka Glamour Gran Ann, a makeup artist and motivational speaker, echoes Froom's predictions, forecasting a resurgence in the use of blue on the eyes, drawing inspiration from the '60s. She predicts that the retro look, characterised by striking blue and graphic liner, will make a strong comeback.

Harper says, "I think those looks will be trending because stronger colours are on the comeback, and '60s makeup trends are definitely making their way back."

Twiggy's blue eyeshadow is a memorable look for anyone looking for inspiration and includes the dramatic eyeliner that could be seen all over the recent catwalks.

Meanwhile, colour theory is also seeing a rise in interest, with #colouranalysis at 278.3k posts on TikTok. This trend is encouraging people to explore which shades complement their skin tones, categorised by season. This can be explored in reference to the eyes as well, choosing the best colours to make clients' eyes pop.

Froom says, "Cool undertone skins will suit lovely silvers, blues and cool purples, whereas warm undertones might want to experiment with golds, coppers and warm browns."

She also recommends purples and plums for green-eyed clients, and that blue eyes look best in bronzes and coppers, adding, "Brown eyes work with almost any shade as they are a mash up of all the tones. However, you might especially want to try rich blues and greens."

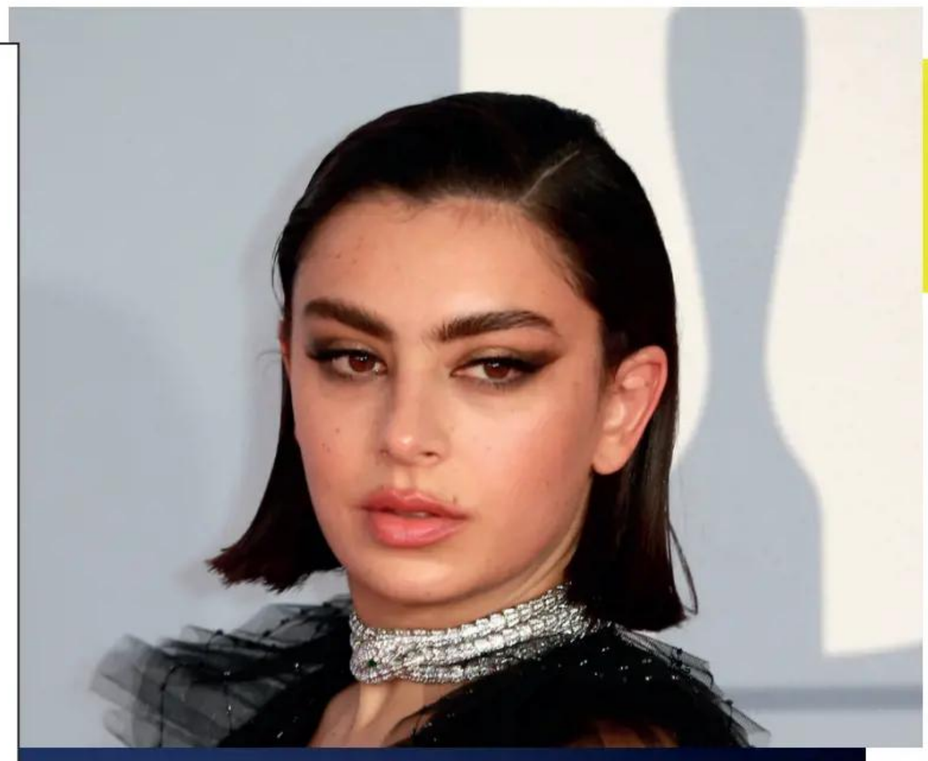
Both Froom and Harper agree that a bold eye look is suitable for any age, allowing creativity, expression and fun for everyone, with Harper adding, "Any age can wear any colour – be bold when you are old!"

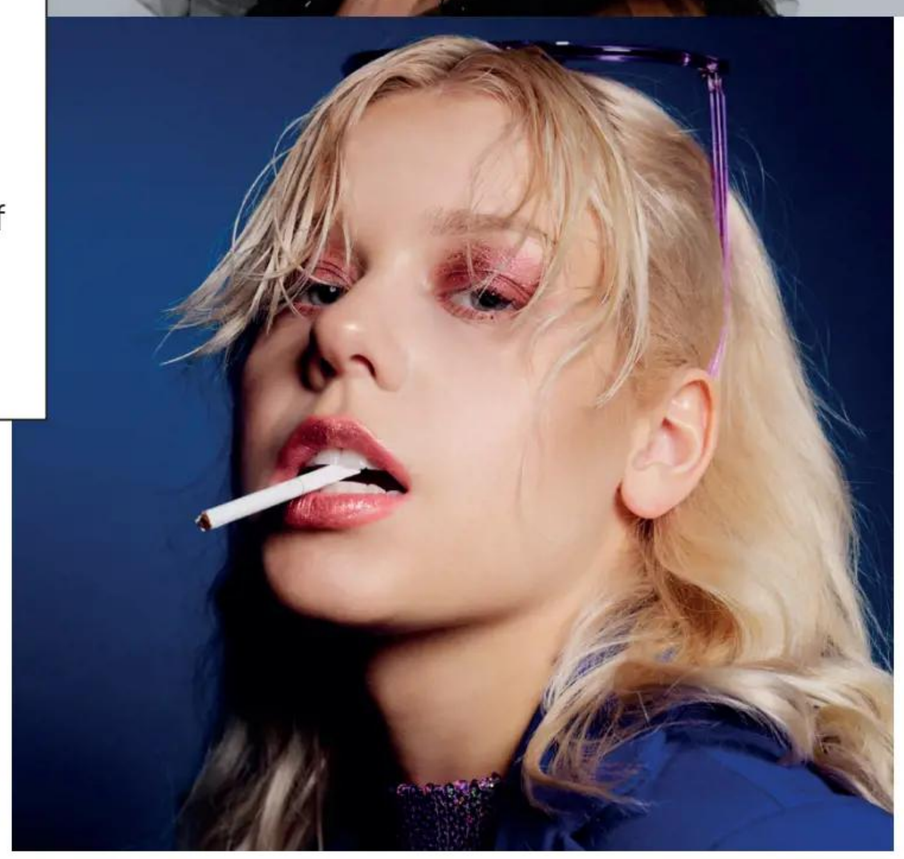
## *Ugly beauty*

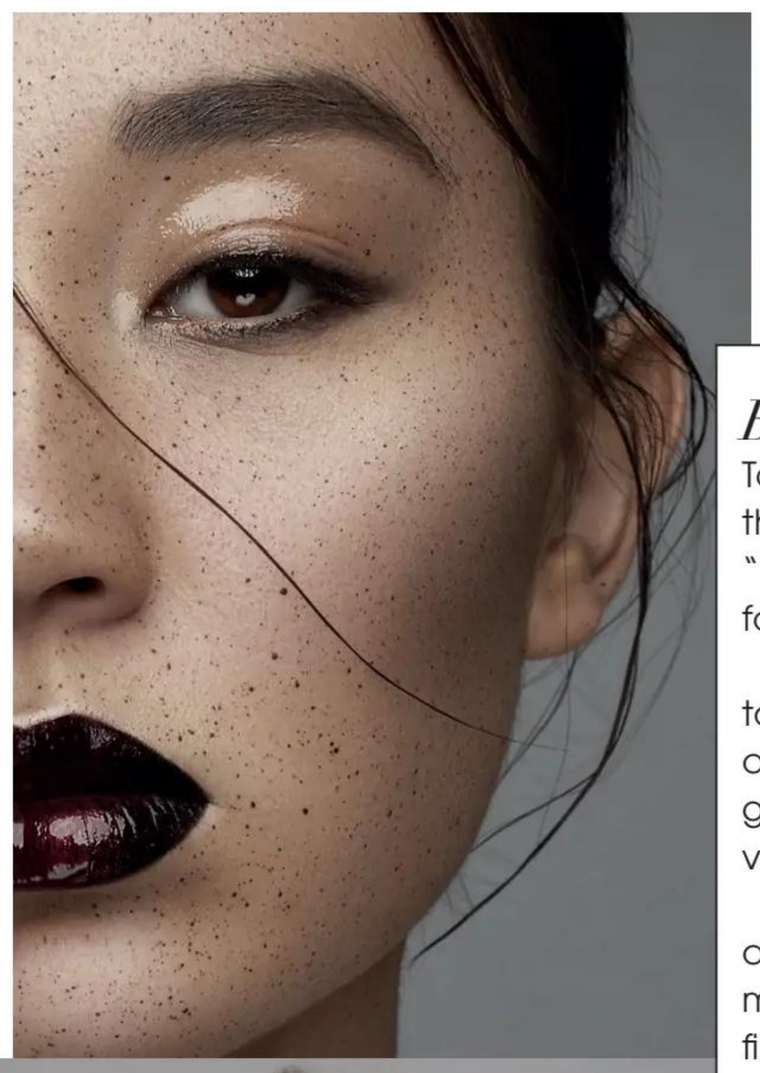
Post Brat-summer, clients will lean away from the bright natural makeup and glass skin looks of the early part of 2024 to embrace grunge and club kid culture. Musical artist Charlie XCX is leading the charge into messy grunge with her makeup artist Yasmin Istanbouli. The singer has been sporting smoky eyes, with bold brows and blurred lips, emulating '90s grunge with a modern twist.

Social media has seen the public copy the look, even incorporating the acid green of her Brat album cover into their looks. Meanwhile, newcomer to the mainstream music world Chappell Roan blew up in June and her style has been inspired by the drag and club kid scene, blurring the lines between pretty and messy. For example, in her viral NPR Tiny Desk performance, viewers were quick to point out lipstick on her teeth, but makeup artist and drag queen Sterling Tull said it was entirely intentional.

Speaking to the online magazine Them, Tull said Roan and her stylist Genesis Webb wanted the band to look like they "went through hell, they just cried their eyes out, they just had enough of it and smeared their lipstick" in an "'80s prom gone wrong" look. As Barbie perfectionism becomes less popular, it's likely that clients will be looking for a grungier style for their makeup.







## *Berry good*

To complement the season's darker weather and fashion, Froom says that rich berry hues are going to be massive this autumn and winter. "Not only does a bold berry add major sophistication but also a fabulous pop of colour," she says.

Froom adds, "Berry lips were massive in the '90s, if you are old enough to remember that far back; it was the fabulous grunge and goth aesthetic, and we were all in burgundies and browns. Autumn 2024 is going to be about a much more refined finish, which will focus more on velvety, luxurious textures."

She recommends prepping the lips with a scrub or exfoliating tool and a lip balm before applying a bold colour and suggests that for a more mature lip that is prone to some feathering, you should apply a lip liner first for a precise and smooth application.

For a saturated colour, lipstick can be applied straight to the lip, but a blurred lip look is seeing a huge spike in popularity and can be achieved by applying the lipstick to a clean finger, then tapping it into the lips or mixing with a balm. First seen in Korean beauty, the just-bitten look is huge, and could be rising in popularity as the year goes on, especially as lips become chapped in the colder months.

Going back to colour theory, Froom recommends that cool undertone skins opt for blue-based berries, while for olivey warm undertone skins, MUAs can try red-based or brown-infused berries.

As for pairing, she says less is more, so go soft on the eye, or even nude if your client wants to be edgy. For a more dramatic look, experiment with a more witchy, soft gothic look, inspired by the '90s. With autumn being the spooky season, it wouldn't be surprising to see some clients looking for some practical magic. **PB**

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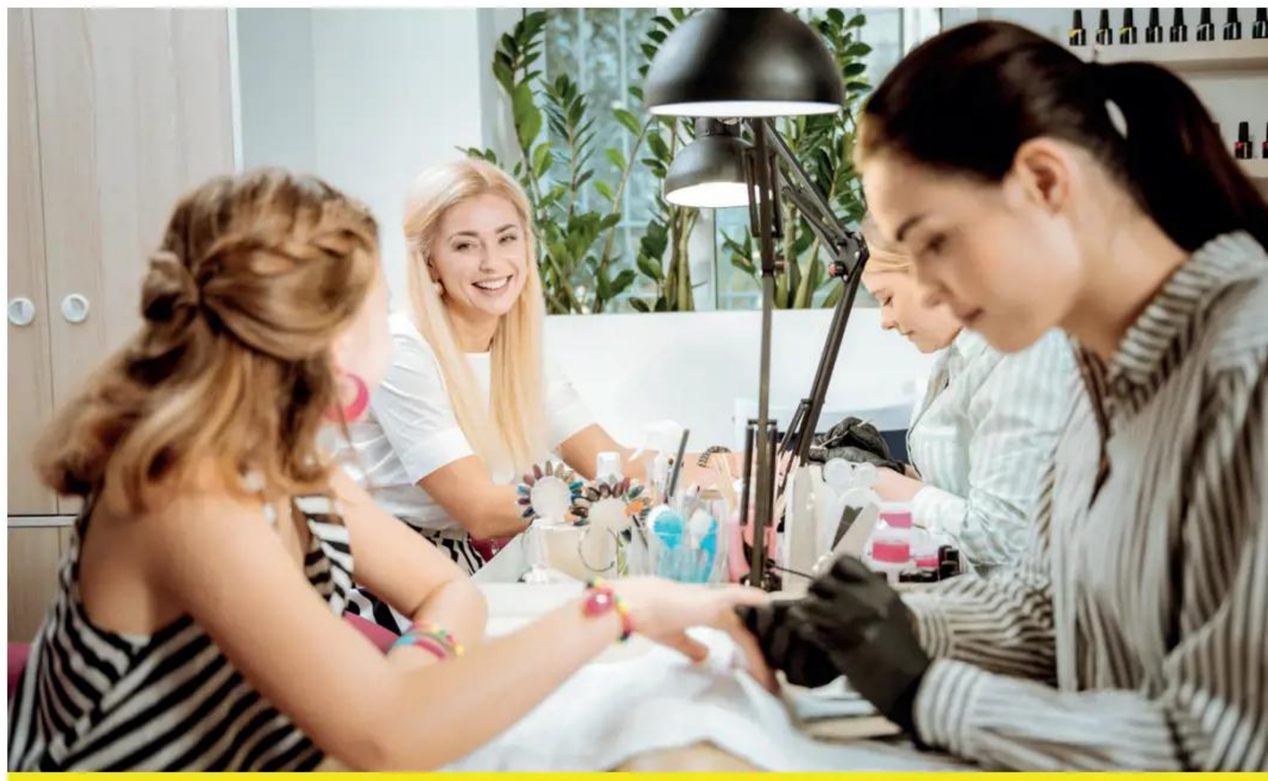
# *Habits of* THRIVING SALONS



While some salons are thriving this year, others are really struggling. **Amy Gordon** outlines the habits that define each group

This year, I have noticed a developing gap between salon owners. While more are thriving, with their businesses reaching figures they have never seen before, there is also a growing group who are struggling and questioning how – or whether – to continue.

Both scenarios come with their own set of problems and owner habits, which need to be assessed in order to either begin to grow or maintain growth. This gap has been intensified by rising costs, recruitment difficulties, salon closures and lack of strategy.

Here are the top three habits that distinguish struggling salon owners from those who are thriving:

## *3 habits of struggling salon owners*

**1. Poor cash flow management:** Struggling owners often have difficulty managing their cash flow, meticulously tracking every penny coming in and out. This financial strain can lead to constant stress and a lack of focus on what needs to be done in the business for growth. It creates tunnel vision where the only focus is money.

**2. Micromanagement and team management:** The owner steps back in and stops using individual expertise in a desperation to fill the diary, using seniors to do junior jobs and working in the business themselves. The owner feels the need for control and micromanagement takes over.

**3. Communication stops:** Owners of struggling salons often fail to communicate, firstly with themselves in a positive way, which can then impact the team. The owner is often so worried about the situation that creativity is lost and we see a halt to marketing and training of the team.

## *3 habits of thriving salon owners*

**1. Efficient operations and systems management:** Thriving owners excel at handling the operational side of their business, even when it means managing a high volume of clients and putting out fires daily. They have the systems and structure in place to deal with all of this.

**2. Strong team and customer journey:** A thriving owner works on staff commission structures to ensure it's a win-win situation for both team and business.

A strong team and customer journey ensure consistent and high-quality service and a positive atmosphere. When staff are well-trained, communicate effectively, and work seamlessly together, they can deliver personalised experiences that cater to each client's unique needs. This builds trust, encouraging repeat business and referrals.

**3. Good and consistent marketing:** Thriving owners use a mix of digital marketing, such as social media, email newsletters and SEO-optimised websites, alongside traditional methods like local advertising and events for a broad reach. Consistency in messaging, branding and promotions builds recognition and trust, driving growth.

## *Moving forward*

**Acknowledge your achievements:** Regardless of your situation, recognise the accomplishment of building a business. Celebrate this milestone and strategise for growth.

**Stay focused:** Avoid comparisons with others and focus on your own time, goals and strategy.

**Leverage your resources:** Every owner has resources. List them and work on them. Economic downturns are challenges to overcome, and long-term success is possible with the right strategy and protection for your business.

**Seek external support:** Whether you're thriving or struggling, consider external support. Audits and coaching let you look at your business from a new angle and see opportunities. PB

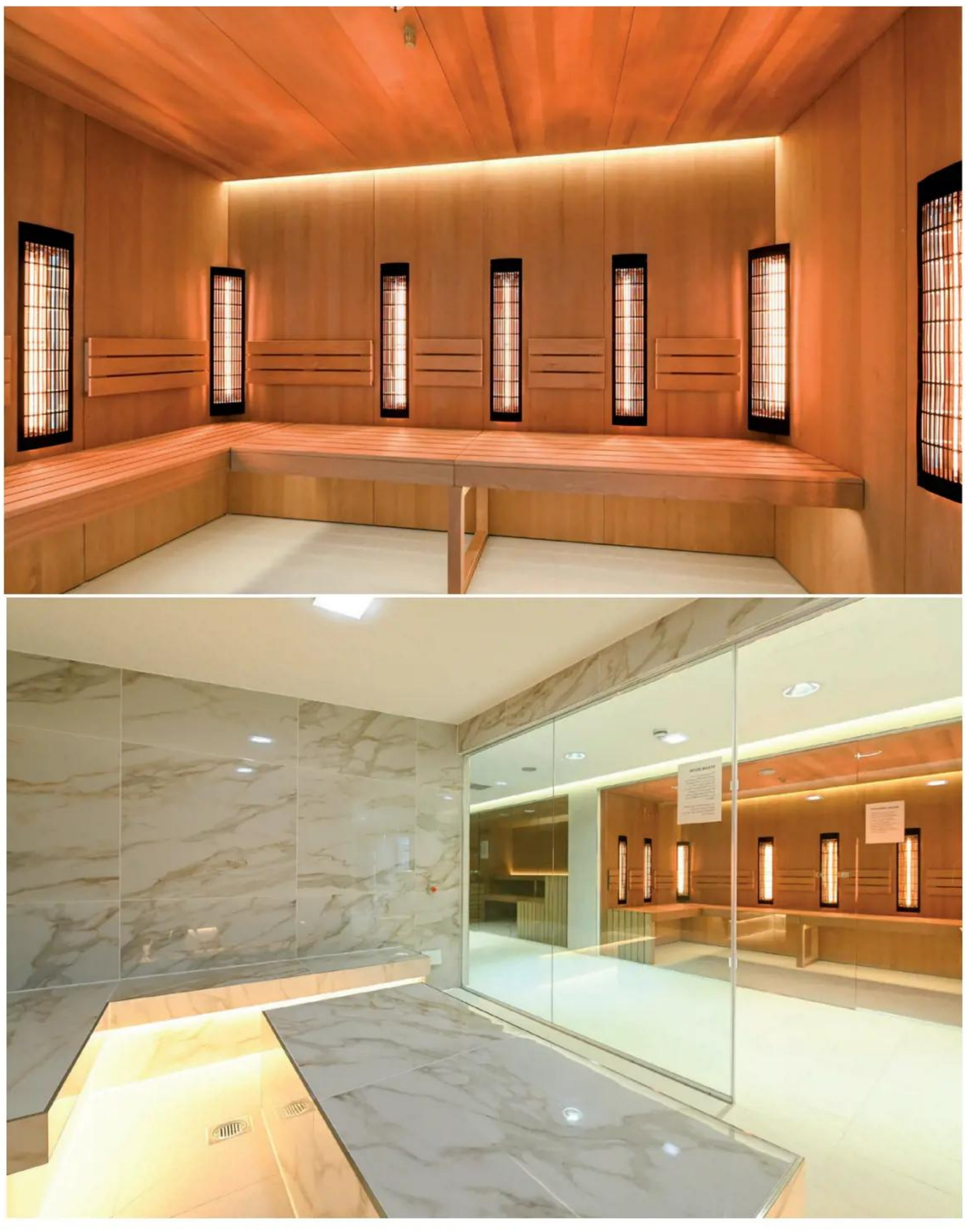
Amy Gordon is a director and business coach at The Delforge Group. Prior to that she ran Professional Beauty Award-winning salon Amy Gordon Skin Clinic & Beauty Boutique thedelforgegroup.co.uk

# *Lap of* LUXURY

BSpa's recent renovations tap into the demand for thermal experiences and holistic wellness. **Ellen Cummings** speaks to operations manager Esther Saccà to find out more

While visiting a spa located next to a racetrack might not normally sound like a recipe for a relaxing retreat, BSpa in Weybridge uses its unique location to its advantage to create an unforgettable journey for its guests. The spa opened in 2010 in Brooklands Hotel, situated near the location of the historic Brooklands motor racing circuit and overlooking the Mercedes-Benz World track, and has seen a number of updates in its relatively short life.

"We're always striving to make it exceptional for our guests and looking for ways to improve the guest experience," says spa operations manager Esther Saccà. "BSpa has grown in popularity since we opened, so we've looked at ways to creatively use the space to increase capacity while adding to the guest spa experience. For example, in 2019 we relocated the gym to the ground floor of the hotel and created a sunlight therapy room – the largest of its kind in the UK."



## *Trackside tranquility*

BSpa's most recent multi-million-pound refurbishment saw the addition of several wellness facilities, and an extra 164m2 in spa space. The area – previously the site of a staff canteen, small office and satellite kitchen – now boasts a Himalayan salt room, Finnish sauna, infrared sauna, steam room, experience shower and ice fountain.

True to its mantra of "make it exceptional", the additions were made to improve the guest experience. Saccà explains, "The vision is to create an indulgent space for guests to unwind and relax in, whether visiting for the day or overnight as part of a spa break. People wanted to use the facilities together – previously, the sauna and steam room were inside the changing rooms, so some couples couldn't use them together."

The new features also add an element of continuity – Saccà points to the Himalayan salt room tying in with the salt blocks used in some treatments. The salt room promotes healthier skin, respiratory health and better sleep through its microclimate, and the two saunas offer detox benefits and help to boost metabolism, while the steam room can help reduce systemic inflammation.

## *Race to the finish*

Meanwhile, the nearby ice fountain and experience shower help to improve circulation, with the shower featuring water effects such as tropical rain, mist, monsoon and cold waterfall.

The refurbishment started in early January 2024 and was completed by the end of April, with the new facilities opening to guests on May 1. This quick turnaround involved a lot of collaboration before the team could reach the finish line.

Saccà says, "The work schedule was managed in conjunction with the contractors to ensure minimal disruption to guests. There were occasional days when the spa was closed to accommodate any particularly noisy works."

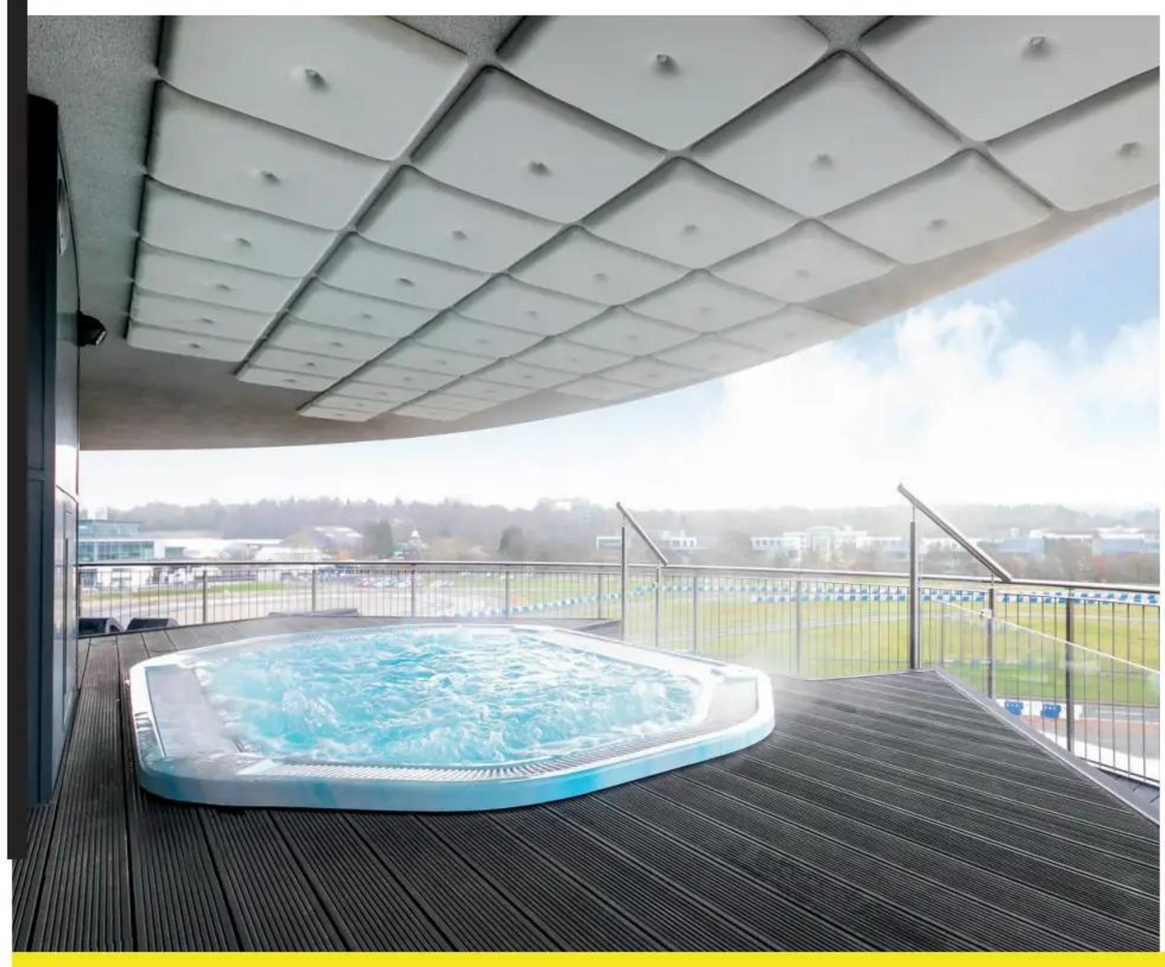
## *Pamper pitstop*

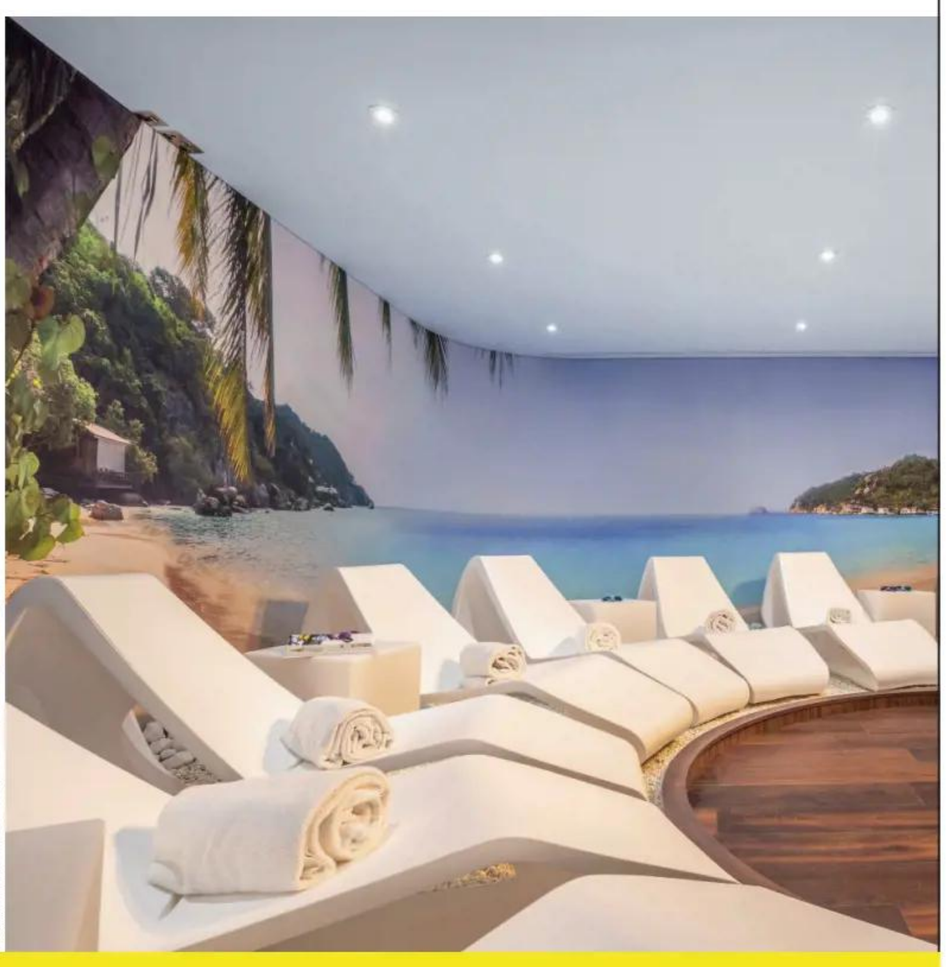
The new wellness facilities supplement an already strong spa offering. BSpa has 11 treatment rooms and offers a range of Comfort Zone face and body treatments as well as manicures and pedicures using OPI products, performed by a team of over 20 therapists.

BSpa is perhaps best known for its outdoor hydrotherapy hot tub. Positioned on a balcony overlooking the Mercedes-Benz World track, it seats up to 12 guests and features deep tissue massage Venturi jets. The juxtaposition between the lively racetrack and soothing hydrotherapy is actually deeply relaxing, and the view certainly lends itself to guests posting a photo or two on social media.

The spa also features a sunlight therapy room, which uses "sunlight simulators" to replicate natural sunlight. The room generates full-spectrum sunlight with reduced UVA and UVB, full-spectrum visible light and infrared heat, which provide the proven health benefits of the sun without the risk of skin damage, including vitamin D production, reduced seasonal affective disorder and increased energy. This room even has a beach bar that serves snacks and cocktails, adding to the illusion of being on an exotic getaway.

As to whether the spa has any other developments in the pipeline, Saccà says, "We always try to adapt to the guests' requests so we'll be listening to their feedback. We also have new therapists coming from abroad who will bring their own set of knowledge and experience, which will help to develop our treatment offering."





## *Evolve Wellbeing treatments*

Organic brand Evolve has launched a suite of spa therapies comprising six facials and 10 body treatments. All begin with the Evolve Foot Ritual – with herbal tea and a foot soak, cleanse and massage. Facials range from the 50-minute Age Defying Lifting Facial with lymphatic drainage and facial contouring with a rose quartz gua sha, to the 60-minute Custom Blend Facial with its deep cleansing, exfoliation, treatment mask and face and neck massage. Other facials include the Multi Peptide Rejuvenating, Brightening Miracle Vitamin C, Instant Detox Clarifying, and Soothing Hyaluronic. Meanwhile body treatments range from 30 minutes to two hours in length and include Rebalance Ritual with advanced energy work, reflexology, holistic massage and facial contouring, Detox Massage with organic rosemary and purifying lemon essential oils, a Pregnancy Ritual, as well as Custom Blend Massage, Calm Massage, Energise Massage, Nurture Massage, Detox Body Wrap and Organic Sugar Body Scrub.

Evolve Organic Beauty recommends charging £50 for 30 minutes, £90 for one hour, £130 for 90 minutes and £160 for two-hour treatments. 0333 987 5153 / evolvebeauty.co.uk

# *Every* BODY

Some new organic therapies launch into the spa market and we try some impressive face and body treatments

## Tried and tested...
## *Environ Advanced Vitamin Facial*

**The lowdown:** Environ Advanced Vitamin Facials can be adapted to suit any skin type and use intensive concentrations of vitamins A and C and antioxidants that are driven deep into the lower layers of the skin using soundwaves and small electrical pulses, helping to plump fine lines and boost hydration.

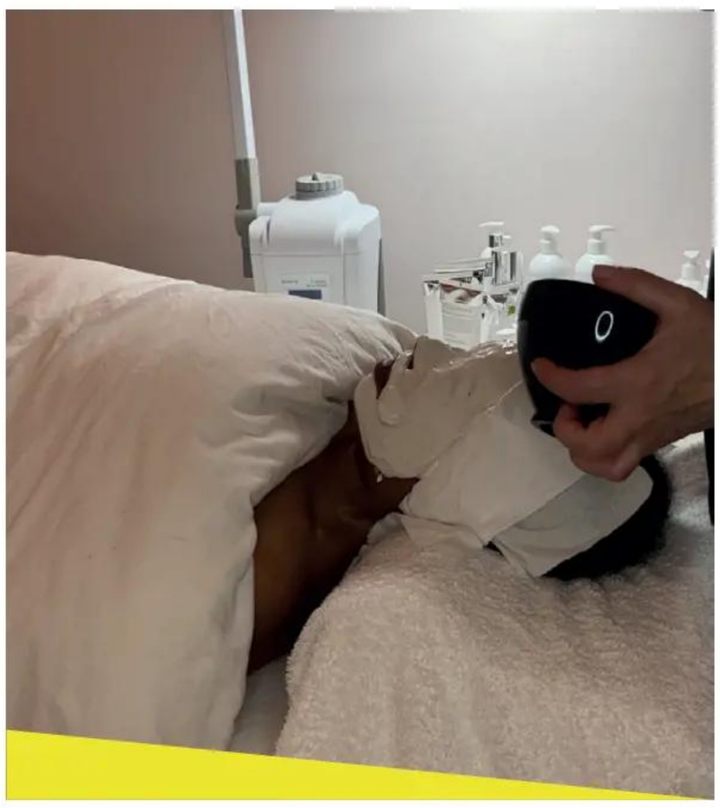
**The experience:** Tatiana Travnikova, the senior skin expert at Skin Matters Holland Park, examined my skin meticulously during the consultation before giving it a thorough cleanse. I could feel the experience in Tatiana's hands as soon as she started massaging my skin.

She then got out her magnifying glass to take an even closer look. She noticed I had some redness and broken capillaries on my cheeks, which I have started to think is rosacea. For this reason, she didn't use steam on me, instead using Environ's micro-exfoliating gel, which opens the pores and cleanses skin deeply.

While we were waiting for the gel to work its magic, Travnikova gave me a wonderful shoulder massage, allowing me to relax. With my pores unclogged, she then carried out extractions, noticing a potential milia that had come up.

Next, another treatment gel was painted on – this one containing vitamin A and beta keratin – and absorption was boosted with sonophoresis (soundwaves) to separate the lipid bi-layers of the skin and create micro-channels for the chosen active ingredients to "fall into".

Travnikova then applied another solution containing lactic acid to help make my skin supple, reduce redness, and accelerate exfoliation and cell renewal, before using sonophoresis again to drive the solution into the skin.



The next step was by far my favourite – the Peel-off Alginate Mask. It felt so cooling and soothing going on my skin, and while it worked, Travnikova gave me a head massage.

This mask is best used right at the end of treatment to normalise pH levels and create an ultra soft, smooth appearance. The feeling of it being peeled off was so satisfying. I was given Colostrum Gel to go away with, which is antibacterial and supports skin health and thickening due to growth factors, as well as calming the skin.

**The verdict:** This was a truly relaxing experience and so gentle while achieving results. My skin felt plump, hydrated and nourished. Travnikova's expertise was outstanding and reminded me why I love seeing beauty therapists over medics for skin treatments – they have such passion for skin and their clients.

**Business benefits:** Results from this treatment can be seen instantly and there is no downtime. It is also completely customisable for all clients as well as being highly Instagrammable thanks to the peel-off mask finalé.

*Tried by Kezia Parkins*

IIAA recommends prices should vary by location. Skin Matters charges £198 for the 60-minute facial. 020 8450 2020 / iiaa.co.uk

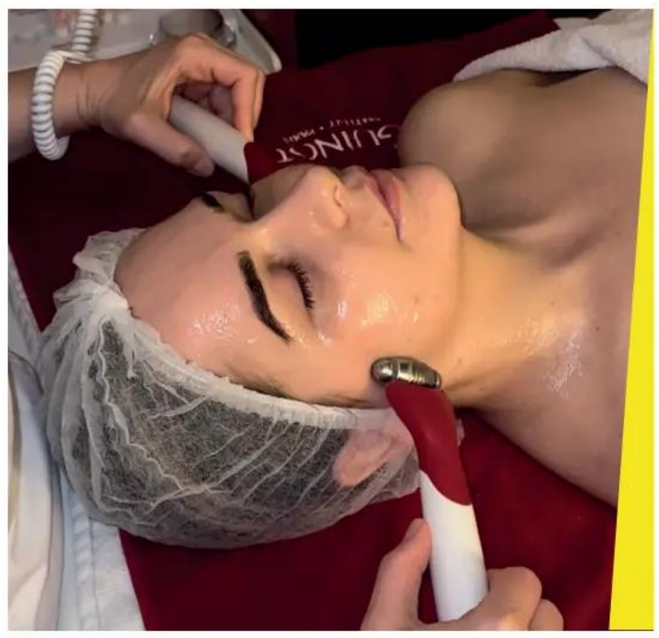
## Tried and tested… *Guinot Hydradermie Youth Treatment*

**The lowdown:** Marketed as an alternative to aesthetic procedures, the Hydradermie Youth Treatment rejuvenates skin by boosting cellular activity to promote radiance. The facial is tailored for the client, with eight options including purifying, moisturising, anti-ageing, nourishing, anti-wrinkle, brightening, soothing and sun preparation/repair.

**The experience:** I visited the Guinot salon in Earlsfield for a treatment with franchisee Justyna Rostek. Rostek has worked with Guinot for 15 years, so she was the perfect person to perform my first ever Guinot facial. During a very thorough consultation, she ascertained I had been over exfoliating and stripping my skin barrier, leading to excessive oil production – although my skin is generally clear, it tends to get shiny very quickly. This led to Rostek choosing the nourishing facial, to start repairing my skin barrier.

After cleansing, Rostek applied Eye Anti-Wrinkle Gel Serum and Nutrition Nourishing Face Gel Serum using the dynamic ionisation setting on Guinot's Hydraderm device, which transmits energy to skin cells for quick distribution of active ingredients. She moved the electrodes in set patterns across my neck, chest, chin, mouth, cheeks, eye contours and forehead, repeating each movement twice.

After removing surplus serum, she applied Oxygenating Face Emulsion, using thermal electrodes to stimulate cellular activity. Next came Modelage Cream Serum, applied with a relaxing massage to further boost microcirculation. This was followed by Essentiel Nutri Confort Mask, containing oils including jojoba, evening primrose and avocado to restore the skin's hydrolipidic film. She left this on for 10 minutes, then removed it and applied Eye Fresh Cream, Hydra Beauté Cream and Youth Perfect Finish Cream – a tinted SPF 50 which has a lovely, subtle makeup-like finish and is my absolute favourite Guinot product. Rostek ended with aftercare advice and would usually prescribe products, but in my case her recommendation was to use less, to restore my skin barrier.



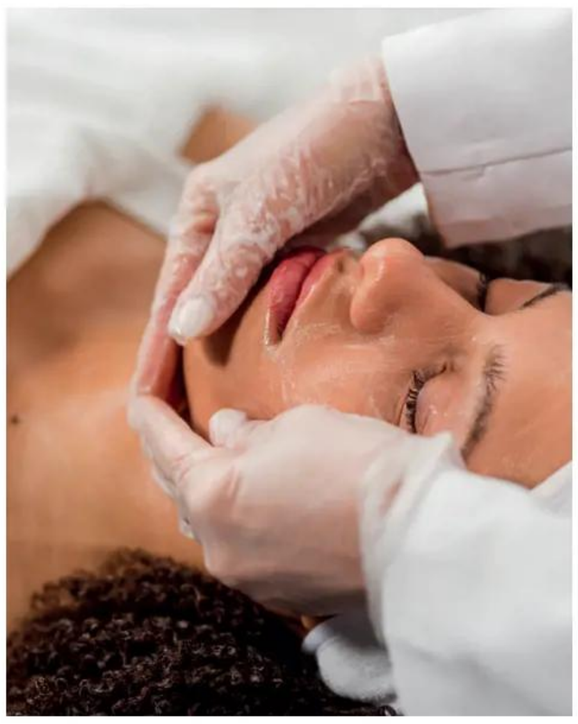
**The verdict:** I appreciated how thorough the consultation was; I've had many great facials with skilled therapists, but I've never been told over-exfoliation was the root of my skin issues before. The treatment was a synergy of luxurious yet effective skincare and clever technology, and I left the salon well on my way to healthier (and less shiny!) skin.

**Business benefits:** The treatment has many personalisation options, so it can be tailored to suit almost all clients. The inclusion of a personalised product prescription in the protocol is also a great way to boost retail sales.

*Tried by Ellen Cummings*

Guinot recommends charging from £85 for the 50–60-minute treatment. guinot.co.uk

## Tried and tested… *Image Skincare O2 Lift Facial*



**The lowdown:** The O2 Lift Facial uses a foaming mask to deliver oxygen to add brightness, clean clogged pores and clarify skin. In combination, it uses an enzyme peel, stem cells and peptides to boost skin health.

**The experience:** I visited Glass House Retreat in Upminster for the facial. After a chat with my therapist, Amy Gilbert, about my concerns, we decided the O2 Lift would be best for my dehydrated skin. Under a cosy heated blanket, my treatment began with a crystal press. All treatments at Glass House start with this step to help guests unwind. Gilbert pressed two parcels of warm crystals around the perimeter of my body as pressure therapy and to relax my muscles.

To prep, she used Hydrating Facial Cleanser, removing my makeup and the day's pollution. Next, she used the enzymatic facial peel to gently exfoliate, and massaged away the dead skin cells with a thorough facial massage.

Then it was time for oxygenation. The O2 Lift oxygenating mask bubbles up on application, with a foam that uses patented Fiflow technology to deliver oxygen to skin.

While the mask bubbled away on my face, Gilbert turned her attention to my shoulders and head with a massage. This was a great distraction from the tingling sensation on my face and added value to the treatment, rather than just waiting for the mask to work.

After the massage, she wiped off the remaining product from my face and fed my skin with the O2 Lift stem cell enhancer. I was then given a bit of the lip-enhancing complex and topped off with SPF.

**The verdict:** The experience was truly luxurious. Alongside the beautiful setup, the incorporation of massage added a spa-feel to this results-focused facial. The results were visible from the get-go, with friends and family commenting that I looked refreshed straight after the treatment. My skin has remained bouncy, with a lasting hydration and glow.

**Business benefits:** With oxygen facials being well-known by consumers as a red-carpet treatment, the O2 Lift is a great option for clients who want to get that quick glow with lasting results. The facial uses high-performance ingredients such as plant-derived stem cells and peptides, as Image Skincare asserts that it's the skincare that stays on your skin that makes a visible difference.

*Tried by Erin Leybourne*

Image Skincare recommends charging up to £120. 0345 504 0461 / imageskincare.co.uk

## Tried and tested…
## *Pevonia Plantomer Facial*

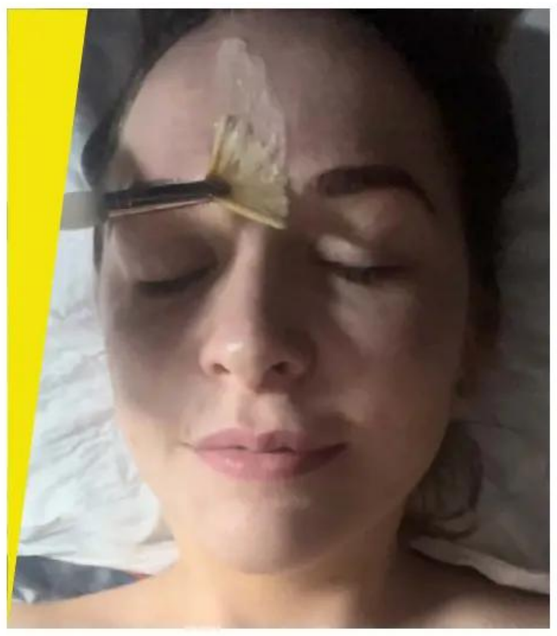
**The lowdown:** Pevonia uses responsibly sourced phyto-organic and natural ingredients to moisturise, repair and revitalise skin. The Plantomer Facial is designed to alleviate irritated or sensitive skin and incorporates propolis, a material made by bees that is thought to boost barrier function, speed wound healing and help prevent breakouts through its antimicrobial properties.

**The experience:** I visited Himalayan Springs Spa & Massage Centre in Chiswick, London, where owner Kalpana Gurung began with a thorough consultation to assess my skin concerns and condition. She chose the Plantomer facial, because my skin is in good condition but I suffer from dehydration and occasional breakouts.

The treatment began with the Pevonia Welcome Wellness Ritual, using kneading, pressing and stretching massage, before Gurung cleansed and toned my skin with Pevonia's Eye Make-Up Remover, lovely citrus-smelling Phyto-Gel Cleanser and Sensitive Skin Lotion.

She then applied Enzymes Powder Mask, which targets superficial skin impurities, sebum, seborrheic residues, and dead cells, helping to brighten. While the mask was working, she steamed my face to further open pores.

After removing the mask and doing extractions, Gurung neutralised the enzymes using the cleanser and lotion. She applied Propolis Concentrate, massaging it in with a red LED device to improve absorption, although my skin was so dehydrated it sucked it up. Gurung then covered my eyes and applied Plantomer mask, covering my entire face including my mouth (after checking I wasn't claustrophobic!). She did a 10-minute arm massage before removing the mask in one movement. She applied remaining product from the ampoule before eye cream and moisturiser. After a hot towel neck roll to release tension, she finished with Phyto-Aromatic Mist.



**The verdict:** I've been working on repairing my skin barrier and this facial definitely helped. It felt soothing, and I loved the honey scent of the propolis ampoule. Gurung was so knowledgeable and her passion for the brand was obvious.

**Business benefits:** This gentle yet effective facial is great for clients whose skin is sensitive but who still want noticeable results. It is also a good way to appeal to environmentally minded clients, due to Pevonia's eco credentials.

*Tried by Ellen Cummings*

Pevonia UK recommends charging £75-85 for the 60-minute facial. 01684 843384 / pevonia.co.uk

## Tried and tested…
## Green Peel at Yemaya London

**The lowdown:** Green Peel is a herbal peeling treatment. The all-natural plant cocktail is made up of pansy, which contains carotenoids, and salicylic acid. It also has soothing aloe vera and amino acids, enzymes and oligosaccharides.

**The experience:** I've seen some incredible results from the Green Peel and been wanting to try it for some time, so when I came across Yemaya London on Instagram and saw it was a black-owned beauty space, I knew that this was the place for me. Yemaya's feed is full of amazing process videos of the treatment. It looks a little aggressive – but the before-and-after results look worth it.

A week before treatment, I had a patch test and met Yemaya owner Mariam Ajibola who went through a thorough consultation before applying a small dab of the peel behind my ear. I had no issues so was fine to return for the treatment.

We started with a thorough double cleanse before Ajibola mixed the herbal ingredients and applied them to my face with a brush. Normally, the peel is scrubbed in for around seven minutes but I told Ajibola my skin might be a bit sensitive so she reduced the time to five minutes.

The peel was quite granular and scratchy so it wasn't a pleasant five minutes but was nowhere near as bad as I expected – some videos show the client shouting out in pain. This scrubbing starts the process of cell regeneration, which would usually take about 28 days, but the Green Peel claims to reduce that to about five days. We focused on my lower cheeks where I have the most hyperpigmentation and texture.

After the five minutes, my skin felt raw and tingly and I was wrapped in muslin bandages before a solution was applied to neutralise and the product was gently removed. I wasn't allowed to wash or put anything on my face for five days, apart from the products I was given.

**The verdict:** While it's not a relaxing treatment, I got great results. The team are very supportive, with a Whatsapp number active 24 hours to address any concerns. I didn't peel much but did where it mattered to me – around my nose and on my lower cheeks – although I've seen some people peel like snakes with this treatment. The challenging part was not washing or using my regular creams.

**Business benefits:** Peels are becoming increasingly popular with many clients choosing them over invasive treatments. One of the biggest benefits is the use of all-natural ingredients, as certain clients can be put off by the thought of chemical peels. **PB**

*Tried by Kezia Parkins*

Yemaya London charges £150 to £300 for a 40-minute peel, depending on the strength. yemayalondonbeauty.com

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# BRIGHT IDEAS

This month's launches include new advances in skincare technology and fresh formulas for nail techs

1

## *Hive Wax*

Superberry Blend Hot Wax Pellets are a rosin-free and vegan formulation designed to perform at a low application temperature. This wax includes superfoods blueberry and cranberry, which contain vitamins A, C and E, renowned for their antioxidant properties. The wax is suitable for small, high-detail treatments, and can be layered for larger areas.

**Trade: £14.08**
**0845 450 4802**
**hiveofbeauty.com**

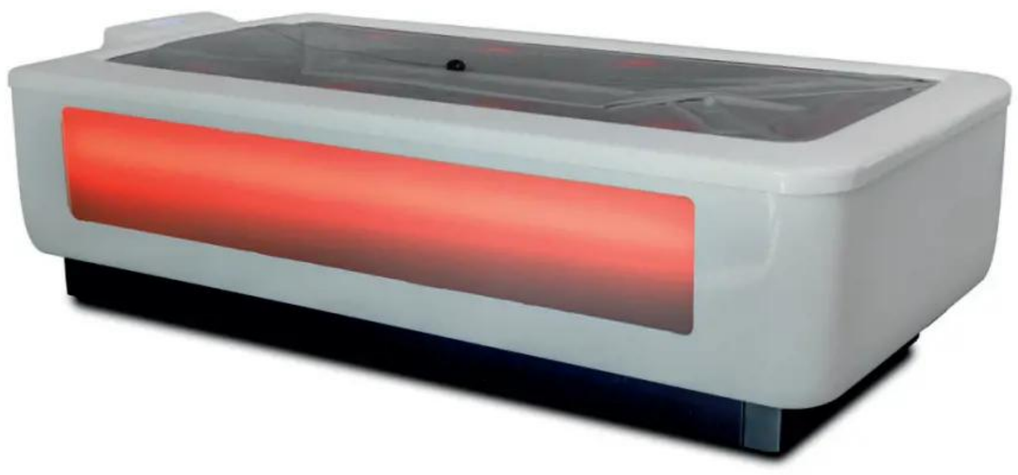
2

## *Medik8*

Total Moisture Daily Facial Cream is a lightweight, plumping, peptide-powered moisturiser, designed to balance the skin microbiome and nourish skin. Prebiotic peptides replenish and boost the barrier, while multi-weight hyaluronic acid draws moisture into skin and ceramides and lipids further nourish. The cream can be layered under sunscreen and makeup, for a glowing, non-greasy complexion.

**Trade: £22.50**
**03330 142434**
**skinbrands.co.uk**

3

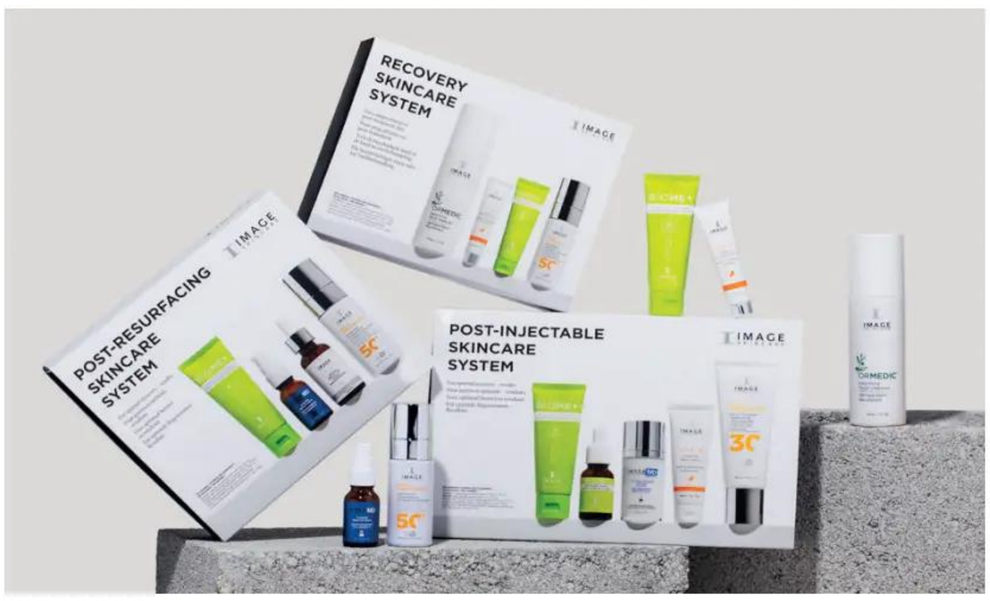


## *Gharieni Group*

The Gharieni Group has expanded its range of wellness technology with the Zestos Dryfloat, which offers the benefits of flotation therapy without having to get wet. Water rises to a veil of flexible foil, simulating the floating experience. Benefits of the treatment include improved circulation, joint and skeletal pain relief, and a positive effect on anxiety, stress, depression and sleep quality.

**Trade: from £20,585**
**+49 (0) 2841 883 0050**
**gharieni.com**

4




## *Image Skincare*

Image Skincare has created kits for use after professional treatments, to prolong results and streamline at-home skincare. The Recovery System offers comfort for sensitive skin and can be used after chemical peels when skin needs extra gentle care. The Post-Resurfacing System can be used after microneedling and lasers as it supports the skin's healing process with hydration and sun protection.

**Trade: Recovery £87; Resurfacing £115**
**0345 504 0461**
**imageskincare.co.uk**

5

## *Glitterbels*

The Glitterbels Dreamcure Lamp is the first electrical tool from the professional nail brand. The lamp uses 18 light-reflecting LEDs to ensure nail products cure efficiently. A hand placement guide slides out of the lamp to help clients understand where to place their nails for the best cure. Smart sensor technology allows clients to activate the lamp when needed, helping to conserve energy when not in use.

**Trade: £249.99**
**01782 901012**
**glitterbels.com**

6

## *HONA*

Following its earlier release of the Pure Foundation line, Home of Nail Art (HONA) has released a new Pure Foundation Coloured range. Pure Foundation is a hypoallergenic hybrid gel that can be used as a builder, adhesive, or overlay. The collection includes a range of pinks, including Dainty, Bonny, Lover, Cwtch, Primrose, Doll, Rosy, Petal and Sweetie. There are also shimmer shades Pearl and Chic, and sheer shades Naked and Sugar.

**Trade: £18.50**
**homeofnailart.com**

7

## *Transformulas*

Help clients to hydrate, nourish, and firm skin with the new Marine Miracle Signature Collection from Transformulas. It contains a duo, Marine Miracle Crème and Eyezone, to concentrate benefits. Miracle Crème is a moisturiser with algae, sea kelp and sea salt combined with an advanced ageing formula. Eyezone helps minimises the appearance of fine lines and wrinkles, dark circles and puffiness, hydrating and smoothing skin around the eyes.

**Trade: £100 per duo**
**0161 947 8887**
**transformulas.com**

8

## *Alumier MD*

Alumier MD has reformulated its sunscreen range to protect against six forms of environmental damage. Clear Shield is a broad-spectrum sunscreen protecting from infrared radiation, high-energy visible light, pollution, UVA and UVB rays, and free radical damage. Key ingredients include Elix-IR, and Physavie, plant extracts that reduce damage from infrared and blue light. Exo-P forms a breathable shield to protect from pollution.

**RRP: £43.50**
**0333 241 2656**
**alumiermd.co.uk**

9

## *CACI*

CACI has introduced Super Charge Energisers; sachets of dissolvable powder formulated to enhance microcurrent treatment and improve microcurrent conductivity. Each sachet contains highly concentrated electrolytes in addition to vitamin C, marine collagen and niacinamide to smooth, hydrate and brighten skin. The solution also promotes collagen production, reduces inflammation and shields against external aggressors.

**Trade: £22**
**020 8731 5678**
**cacibeauty.com**

10

## *G-Labs*

For professional use only, Spécialistes multi-functional LED light therapy panels from G-Labs are available as a treatment or booster to maximise results. A USP of the device is that it can cover front, back and face at the same time for a 360-degree approach, using 7,280 LEDS. The tech has seven light frequencies, including infrared, blue, red, green, cyan, yellow, purple and white lights for different results. To further personalise treatment, the remote also controls time and brightness. It also has an option to treat at the rate of the client's heartbeat, and bespoke guided meditations can be used.

**Trade: £19,000 all inclusive**
**020 7467 8519**
**g-labs.co.uk**

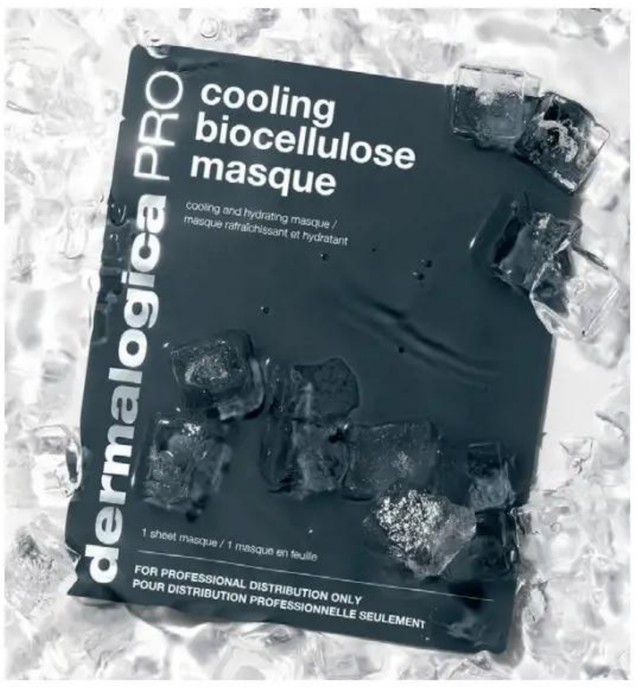
11

## *Dr Levy*

ThermoGlow Pro is a device built around a three-step contrast therapy protocol combined with ionic microcurrents. Cold therapy reduces inflammation and activates lymph glands for deep detoxification, while thermotherapy floods cells with oxygen to improve circulation and boost collagen production. Anaphoresis and iontophoresis maximise the purifying actions of cleansing and increase penetration of actives into the skin.

**RRP: £249**
**+353 1270 5045**
**cleverbeauty.com**

12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## *Dermalogica*

Dermalogica's new Cooling Biocellulose Masque is formulated to help relieve discomfort and accelerate recovery following advanced procedures. Using hyaluronic acid-coated biocellulose from coconut extract, the mask creates a hydrophilic barrier without trapping heat, to provide comfort to skin. Saturated in a serum rich in Vitamin B5, the mask helps restore the skin's barrier while providing a cooling sensation.

**Trade: £48 for a pack of six**
**0800 917 7147**
**dermalogica.co.uk**

13

## *The Beauty of Caring*

Harnessing the power of microalgae biotech, the new-to-the-UK Beauty of Caring range is distributed by Luxury Skincare Brands. The collection consists of the Rich Radiant Day cream, Morning Bliss moisturiser, Night Night cream, Glow Drops Serum, Precious Oil Serum, Balance Detox Serum, Eye Lift Balm, Soothing Cleanser and the Gentle Renewal Exfoliant. All products are vegan, cruelty free, sustainable, and formulated with 100% natural ingredients.

**RRP: From £80 to £232**
**0115 646 2220**
**luxuryskincarebrands.co.uk**

14

## *Espa*

Protect & Brighten Skin Shield SPF 50 is a lightweight SPF from Espa, formulated to defend against visible signs of premature ageing. It helps to protect against photo-ageing, UV-related damage, the appearance of sunspots, uneven skin tone, lines and wrinkles. It also offers antioxidant protection against UV, blue light, and pollution and is designed to be fast-absorbing, without leaving a white cast or a greasy finish.

**RRP: £50**
**01252 352230**
**espaskincare.com**

15

## *Skeyndor*

The new Eternal Line incorporates plant stem cells and plant plasma. The formulations stimulate the dermoepidermal and hypodermal stem cells, mimicking the capacity of healthy cells and speeding up cell regeneration. Additionally, it incorporates a new technology that prevents aged tissues from reproducing. The new active ingredient can reverse the process of cellular deterioration, which is essential for rejuvenating the dermal layer.

**RRP: £70-£115**
**01375 640655**
**skeyndor.uk**

# 16

## *Jan Marini*

Skin Research Hyla3D Face Mask has arrived in the UK, formulated for hydration and skin revitalisation. Using Hyla3D technology, it blends multiple forms of hyaluronic acid, peptides and antioxidants to boost moisture retention and elasticity, and reduce fine lines. The formula also includes olive extract, dipotassium glycyrrhizate, tocotrienol and ceramide NG for a youthful glow.

**RRP: £85.50**
**+353 1556 9550**
**janmarini.co.uk**

# 17

## *Hydropeptide*

The new Clear Rescue Serum combats acne and inflammation with 0.5% salicylic acid and a probiotic blend to exfoliate, reduce excess oil, and tackle acne-causing bacteria. Featuring Cellrenew-16, it boosts growth factors, antioxidants and skin defenders, while the acne peptide complex enhances efficacy. Designed for acne-prone and ageing skin, it helps minimise redness, strengthen the skin barrier and support the microbiome.

**RRP: £72**
**020 8868 4411**
**hydropeptide.co.uk**

# 18

## *Guinot*

Offering enhanced skin tone and a reduction in stretch marks, the Crème Firm Logic is the newest release from Guinot. The body cream uses four key ingredients, including Firmactiv to promote the synthesis of elastin fibres for firmer skin, babassu oil and refined evening primrose oil to nourish and regenerate the epidermis, and Dermactiv to support collagen renewal and reduce elastin degradation.

**Trade: £32.75**
**01344 873123**
**guinot.co.uk**

# 19

## *Germaine de Capuccini*

Spanish skincare brand Germaine de Capuccini has created a trio of hand creams formulated with a blend of plant-based waxes and oils with nourishing and moisturising properties. Each individual hand cream is inspired by a specific ingredient, passionfruit oil, bamboo oil or lotus flower, and they all feature shea butter and almond oil, two key natural emollients for repair and protection.

**Trade: £7.48**
**0845 600 0203**
**germaine-de-capuccini.co.uk**

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# DOWN TO BUSINESS

**Michaela Meredith**, managing director of Bespoke You, with salons in Worthing and Hove, tells **Erin Leybourne** how she opened the first at age 21 and her advice for aspiring young salon owners

## *What inspired you to open a salon?*

"I trained in beauty when I was 16 and qualified when I was 18. I'd worked from 16 until 21 and was an assistant manager from when I was 19, so the next step was to go out on my own. My dad's always been a business owner, so I think I always knew I wanted to eventually work for myself.

"I was doing mobile work full time, building up my client base. I'd worked in salons where I'd learned what I liked, what I didn't like and how therapists like to be treated. I wanted to go to the absolute top, and for me, the ultimate dream was to have a salon."

## *Were there any challenges opening a salon so young?*

"I think I knew how to be a good beauty therapist, but not how to run a business. I've learned a lot along the way.

"I knew how to do all the treatments and make people feel good, so I knew how to get people to come back. I've been quite lucky that my dad was my business partner and kind of my mentor.

"When you train, they don't teach you sales or pricing. Networking was something I'd never done, so that took me outside my comfort zone in a lot of ways."

## *What's your management style?*

"i'm quite laid back. I obviously expect a good quality of treatment; that has always been top of the list. The team know I would never buy something just because it's cheaper, or cut a corner to save. I think they would say that they don't dread me coming in. When I walk in, they're quite happy to see me; we're all friendly. When there is stress, I try not to get too irate because it rubs off on them. Everything's fixable, we can get through it.

"As long as we're getting things done and the standard is there, I'm very give and take. If you want to finish early on a particular day, that's fine."

## *What's the most rewarding part of owning your own salon?*

"Building a little community – I've got my clients and my team. Some clients I've done since I was 18 and I'm now 31, so they know my life. They know so much about you; you know all about them. They feel like family members, to a degree. You become quite important in each other's lives.

"My team are just a bunch of good girlfriends, really. There's no maliciousness, and we don't have a hierarchy as such. If I need to clean wax off the floor, I'll clean wax off the floor. It's the same for everyone.

"It's my life, I'm in here pretty much every day, and it's really rewarding just having that as part of my life."

## *What are your tips for someone wanting their own salon?*

"One thing I struggled with is learning your boundaries as an owner. It's hard to learn the line between friends and employees.

"Then, with your clients, know when there's a red flag and act on it. I would think, 'Oh, is it that bad?', then it would just get worse and worse. Then obviously the team would get upset. It can be hard to know when a line is being crossed and when you have to say something.

"Also, don't be afraid to put your prices up. I think as an industry we are terrified to put our prices up. It's a hard lesson to learn because my clients are my friends, but it's also a job. Maybe do a deal to start with, but then you have to step away from that and charge your worth." **PB**

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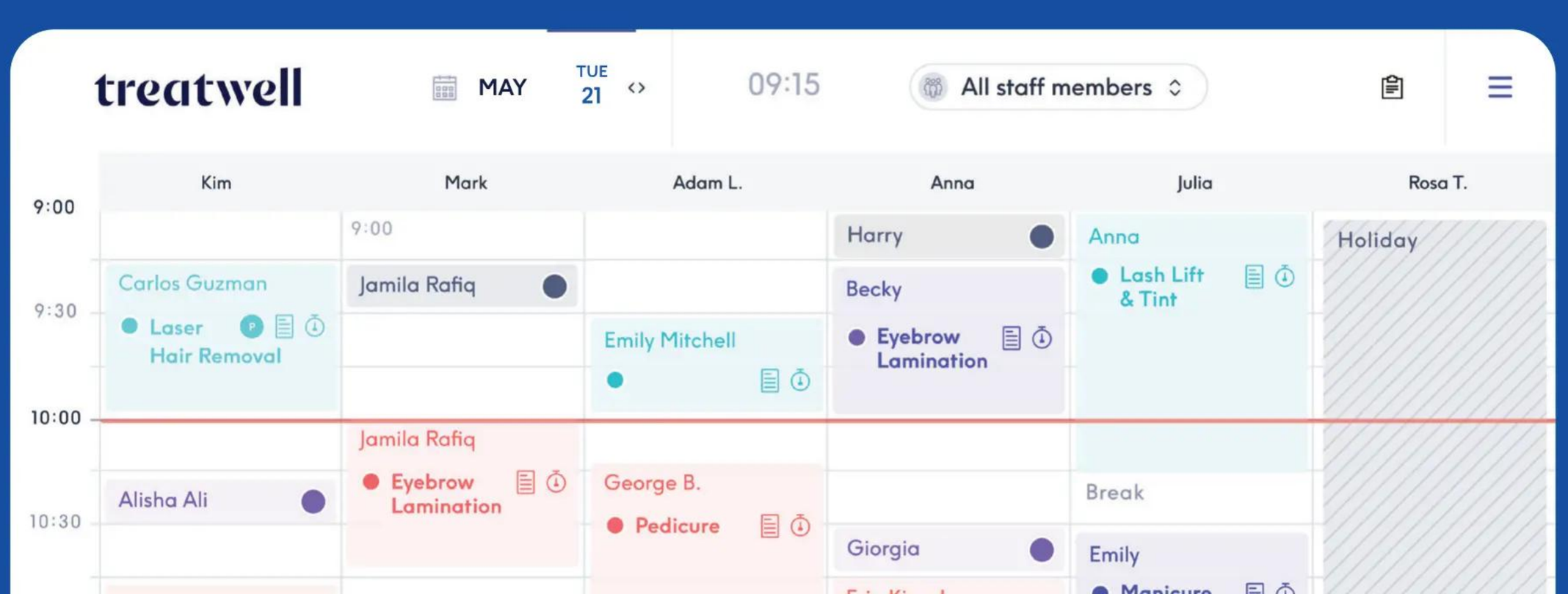
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